

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, FEBRUARY 8, 1930

No. 6

READY NEXT FRIDAY

The Colossus of War Books

RETREAT will be published next Friday (February 14). Thousands of readers already know of it and await its appearance. An extensive advertising campaign will broadcast the news over the entire country. ((Reports from advance readers indicate that RETREAT will precipitate considerable controversy, particularly in religious circles. But the same source of opinion convinces us of the book's indubitable greatness. Bruce Gould of the New York Evening Post, for example, assures us that "when the final roll-call of war books is sounded RETREAT will answer from the front rank."

RETREAT

A NOVEL OF 1918

BY C. R. BENSTEAD

Price \$2.50

THE CENTURY CO.

**Coming
Feb. 20!**



*A
Frederick A. Stokes
Company*

PRESENTATION—

Ulysses S. Grant

in a

100% All-Talking Masterpiece

"IF IT TAKES ALL SUMMER"

By Elizabeth Corbett

In this entertaining book, General Grant comes vividly alive through his *talks* with 50 well-known characters, including Sherman, Lee, Andrew Johnson, Lincoln, Mark Twain, Rawlins, Dana and many others.

Elizabeth Corbett—"the first of a new school of biographical writing," according to the *New York Times*, has scored an outstanding success in "IF IT TAKES ALL SUMMER"! It is a unique and important biography. *Have you ordered?* \$2.50

Ready Feb. 20:

OPEN HOUSE IN FLANDERS

By BARONESS ERNEST DE LA GRANGE

With An Introduction by Field Marshal Allenby.

The spirited and amazing story of a gallant woman—"Mother of the British Army." Intimately concerned with great names, from the King and Prince of Wales downwards—a living, humorous and courageous chronicle of the War years.

Illustrated. \$3.50

Ready Feb. 20:

THE MAN AT WILLOW RANCH

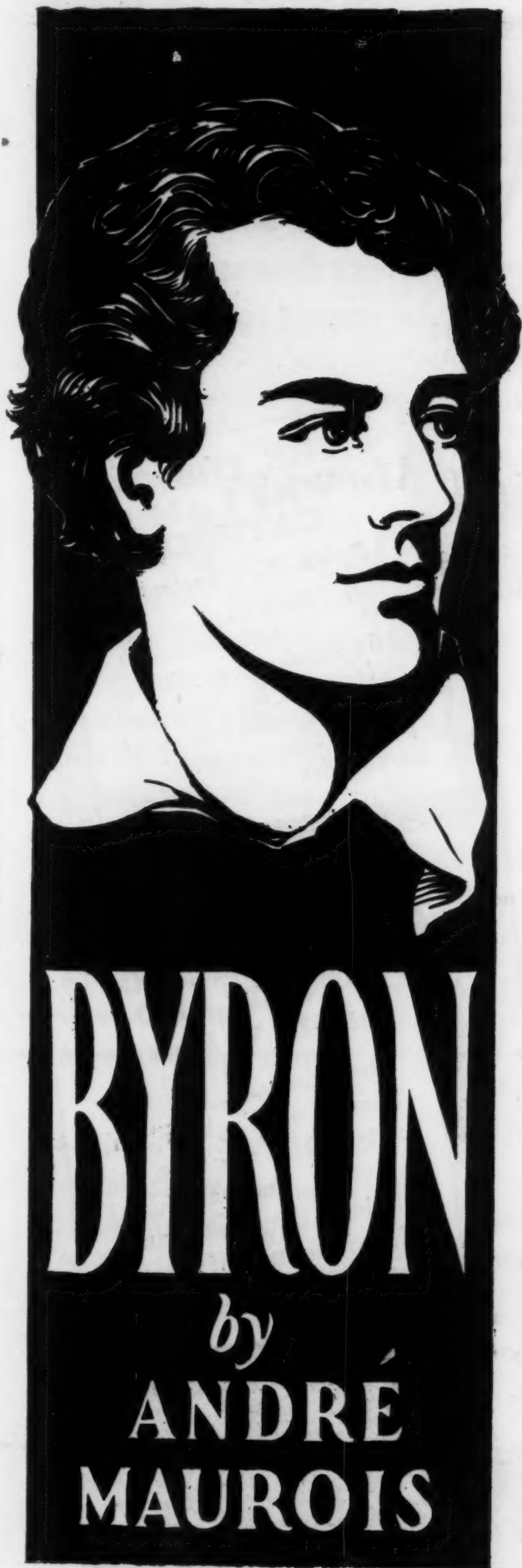
By HAROLD BINDLOSS

Author of "Larry of Lonesome Lake"

A mystery story of the Solway coast and the Saskatchewan prairie, with a manhunt in the forests of the Canadian Northwest. \$2.00

Our slogan: Buy your books of your bookseller.

443 4th Ave. FREDERICK A. STOKES COMPANY New York



By the author of "Disraeli"
To be published in
February

MAUROIS'
MASTERPIECE

*This is one of the most eagerly awaited books of recent years. Inquiries from the public, trade and reviewers have poured in. The advance printing order has had to be **TRIPLED**. Here Maurois interprets the romantic genius of Byron, the handsome, dissipated, fascinating youth whose poetry was the best seller of his day, and whose love life amazed his generation. **BYRON** is Maurois' masterpiece. In a distinguished format, handsomely illustrated.*

\$5.00

D. Appleton and Company
35 West 32nd Street
New York City

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton trade line in Canada.

THE REDEMPTION OF MORLEY DARVILLE

By *Stephen McKenna*

A young English novelist discovers the secret of popular success only to learn that a woman may love a man for something else than his money.

\$2.50

WASTED SALT

By *George W. Ogden*

A realistic story of thrill and adventure in the cattle-country along the Kansas-Oklahoma line.

\$2.00

TO-DAY'S DAUGHTER

By *Bertha Ruck*

A sparkling novel about a present-day girl, making her own way in the world — how romance came to her out of the skies. A good Valentine for any girl.

\$2.00

DODD, MEAD & CO.
449 Fourth Ave.
New York

DODD MEAD

**FEBRUARY 7TH
PUBLICATIONS**

THE THING— WHY I AM A CATHOLIC

By *G. K. Chesterton*

Why did Chesterton join the Catholic Church?

His answer is a militant defence of his faith and a brilliant discussion of present-day religious tendencies.

\$2.50

IN SEARCH OF SCOTLAND

By *H. V. Morton*

The author of "In Search of England" in a delightful new role, as a vivid and amusing guide to the charms and historic scenes of Scotland. Illustrated.

\$3.00

***Spanish aristocrats had laughed
at this wild gypsy girl who
dared to marry a grandee.***

She ran away from a traveling circus in Madrid and an aristocrat-husband at Nice to become the greatest Carmen of her day. Her first appearance in Covent Garden was greeted by nineteen curtain calls. A chance chord from an Andulasian love-song brought her face to face with the man she loved.

Read this unbelievably dramatic life story of a great opera star.

*\$2.50 Houghton
Mifflin Company*



BY SOPHIA CLEUGH

Author of "Matilda, Governess of the English"

SONG BIRD

LITTLE, BROWN & COMPANY'S

TRAVELERS ARE SHOWING THESE IMPORTANT AND
SALEABLE RECENT PUBLICATIONS

LINCOLN, by EMIL LUDWIG

More than biography—the human story of the Great American, told in the same penetrating manner as this eminent German biographer's lives of Napoleon and Bismarck. 505 pages. 15 illustrations. \$5.00. Also a limited edition of 775 autographed copies. Special illustrations. \$12.50

FRANKLIN: The Apostle of Modern Times, by BERNARD FAÏ

"Incomparably the best biography of Franklin yet published, a book which at once answers the exacting demands of scholarship and reads like a romance."—*Allan Nevins in The Saturday Review of Literature*. 547 pages. 20 illustrations. 85th thousand. \$3.00

GRANDMOTHER BROWN'S HUNDRED YEARS, 1827-1927 by HARRIET CONNOR BROWN

"Her life is a picture of a noble character and an epic of the later pioneer days in the Middle West."—*American Library Association*. The Atlantic \$5,000 Prize Biography. Foreword by Ambassador Dawes. 369 pages. 15 illustrations. 21st thousand. \$3.00

ALL QUIET ON THE WESTERN FRONT, by ERICH MARIA REMARQUE

The outstanding novel of the past year both here and abroad. "Such a blend of pity and terror, of poetry and irony it is difficult to equal in the whole shelf of literature."—*John Riddell in Vanity Fair*. 335th thousand. \$2.50

WHITEOAKS OF JALNA, by MAZO DE LA ROCHE

"I found 'Whiteoaks of Jalna' even more interesting than 'Jalna'. To my mind those are two of the finest novels ever published in America."—*Gertrude Atherton*. An Atlantic Novel. 65th thousand. \$2.50

HEIRS, by CORNELIA JAMES CANNON

Centered in the persons of a young school teacher and an owner of an inherited mill, the narrative reaches into mills and schools, Polish cottages and New Hampshire farms. It is a story of courage, self-sacrifice and love, with distinct feminine appeal. An Atlantic Novel. \$2.50

THE MIDNIGHT BELL, by PATRICK HAMILTON

"Brilliantly written, tragi-humorous story of London low life. A love story told with beauty, restraint and an understanding of common souls and elemental verities."—*The New York World*. Third large printing. \$2.50

RA-TA-PLAN—! by DOROTHY OGBURN

"A mystery story that stands a very good chance of becoming a best seller. It looks much like another 'The Bellamy Trial'."—*The Retail Bookseller*. Second large printing. \$2.00

FALCONS OF FRANCE, by JAMES N. HALL and CHARLES NORDHOFF

A colorful story of the Lafayette Flying Corps by two of its noted members. "The tales of actual combat are told so that the reader may follow every movement of the action."—*Harry Hansen in Harper's*. An Atlantic Novel. 4 illustrations in full color. 12th thousand. \$2.50

And because of our confidence in their sales potentialities, we are notifying our travelers and the trade that our supporting advertising campaign on these nine books will run into five figures during the month of February alone.

from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 37 West 57th Street • New York



The way *And Company* is selling is a genuine surprise.



Both *Esses* believed it to be a fine book that would have a chance of a fair sale, and hoped it would do about as well as *Wolf Solent*.



But it is starting off even better. First week after publication 831 copies were sold. This, the first day of the second week brings in a total of 491 copies. On this same morning *Your Correspondent* has been called to the phone four times by New York booksellers who want stock.



Unfortunately, *And Company* is out of stock for the time being. And it will be until this issue of the *P. W.* appears. Meanwhile, the second printing is on the way from Binghamton.



Some sidelights on the *And Company*:

- a. All the important literary mediums reviewed it within a week of publication, and all extremely favorably. (Refer to last week's *Sanctum* in the *P. W.* if you still have it around.)
- b. So far the advertising has been confined to *The New York World*, *The Saturday Review*, *The Nation* and *The New Republic*. The advertising will be continued in these media, and new media added, the first of which will be the expensive but productive *New York Times Book Supplement*.
- c. *The Inner Sanctum* is not entirely satisfied with the jacket, but a better one is being worked on for the second printing.
- d. In the first printing a slip was included, listing the important characters in the novel. This was done since *The Inner Sanctum* realizes the chief difficulty in getting under way in the book is the confusion in the reader's mind when he suddenly confronts a large number of strange and interesting people. In subsequent editions this *dramatis personae* will be printed in the book itself.
- e. It is listed first on the fiction best sellers at *Macy's*, which is the only report *The Inner Sanctum* has had this morning.
- f. It is the first *Essandess* publication of 1930. No other book will be brought out by *The Inner Sanctum* for a few weeks—which enables us to work more intensively on *And Company* than would ordinarily be possible.



Yesterday *Your Correspondent* spent his Sunday morning rereading *Bambi*. This makes the sixth rereading. Consider how many novels make pleasant second reading. *Your Correspondent* can count about four that have been published since 1900. Novels, mind you, not non-fiction. A prediction is hereby made that *Bambi* will be read ten and fifty years from now. If you are sceptical reread it yourself.



Another book that has delighted *Your Correspondent* these past few weeks is the *Brahms-Clara Schumann Correspondence*, published in 1927, by LONGMANS GREEN. If *The Inner Sanctum* had a bookshop it would send copies of this book on approval to every genuine music lover in the community. The only difficulty would be to distinguish the music lovers from the concert goers.

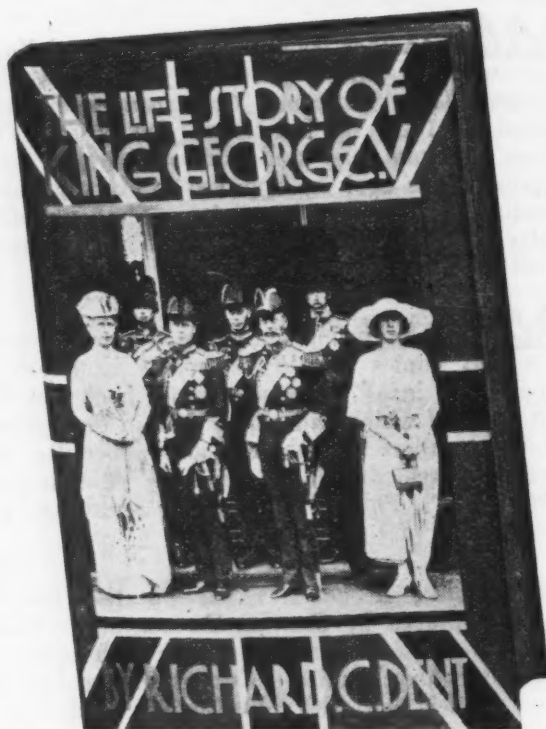


The Spring Catalogue is now on press. Finished copies should be ready in about a week. All in all there are twenty books on the list, most of which will appear late in the Spring. However, there are three books scheduled for February, two of which—curiously enough considering it's *The Inner Sanctum* speaking—are novels:

1. *Eroica*, a novel based on the life of *Beethoven* by SAMUEL CHOTZINOFF. Books on *Beethoven* aren't known technically as Big Merchandise. CHOTZINOFF makes the reader one with old Ludwig, and *Eroica* would be grand reading even if it weren't about the greatest musician of them all. Incidentally the February publication is a great source of relief to the *Inner Sanctum's* duet of salesmen who have had the book in the catalogue since the Fall of 1927.
2. *Bottom Dogs* by EDWARD DAHLBERG. Bear in mind at once that it is a highly unpleasant novel about the bottom dogs of life—the pool room boys in Kansas City, the barbers and manicurists. It's so unpleasant, in fact, that *The Inner Sanctum* would never have published it if EDWARD DAHLBERG hadn't made so fine a job of the writing itself.
3. *The Cross Word Puzzle Book Series* 15. This will be released February 13th. Expected advance sales: 9,000 copies. In the first edition will appear one copy which will be marked the millionth copy of the ESSANDESS *Cross Word Puzzle Books*. *The Inner Sanctum* has no idea who will finally receive this copy. In the book itself is a notice that it is to be returned to the publishers who will send a complete set of *Cross Word Puzzle Books* in return. Well, the first million were the hardest.

—ESSANDESS.

Two Important Spring Biographies With Large Advertising Appropriation



THE LIFE STORY OF KING GEORGE V.

Richard C. Dent

Illustrated

This Life Story of King George V. is authoritative. So intimate are some of the things described, and the manner of telling them, that the authorities requested that the book be not published in England at this time.

\$3.90

BALZAC: THE MAN AND THE LOVER Francis Gribble

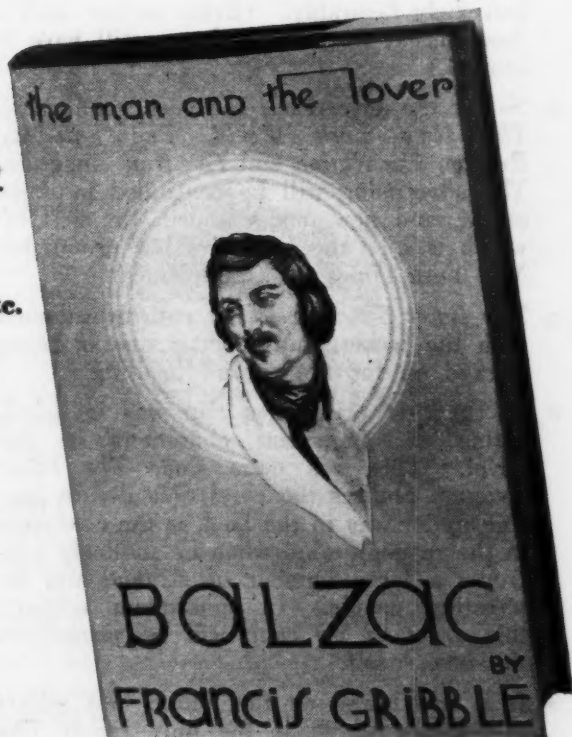
Illustrated

Author of "George Sand and Her Lovers" etc.

Hugh Walpole and other English critics acclaim this as one of the three great English biographies of the year.

"I have two and only two passionate desires", wrote Balzac, "to be famous and to be loved. Will they ever be satisfied?"

\$5.00





E. P. Dutton & Co., Inc., - New York





E. P. DUTTON & CO. INC. 300 FOURTH AVE. N.Y.C.


From the Lares and Penates


 Encouragement and enthusiasm play a large part in the success of any business. During the past week we have had the delightful experience of receiving a large number of enthusiastic letters congratulating us on our new spring books and our new spring catalogue. We are indeed very appreciative, and we all thank you for the gracious way you have taken to encourage our efforts.


 We quote from a typical letter from Christopher Grosbeck: "I have just received your new spring catalogue and wish to congratulate you upon it. The typography is delightfully pleasant to the eye, and combined with the engagingly suggestive illustrations it engenders a disquieting recklessness in the matter of prospective purchases."


 From Frank J. Fitzgibbons we quote as follows: "I wish to congratulate you on your publishing such exquisite books as *THE STORY OF SAN MICHELE* and *THE MIRACLE OF PEILLE*. These are the two outstanding books of the year and you deserve due credit in only publishing the best literature. My motto is 'look to Dutton's for the best books. You can't go wrong if you do.' Thank you again for the many hours of enjoyment you have afforded me."


 Oh yes! We have our share of those letters not so complimentary, so don't worry about our getting conceited. While one of these enthusiastic friends referred to us as "the Gibraltar of publishers," we naturally are well acquainted with our shortcomings.


 *DAISY, PRINCESS OF PLESS*, published a year ago this Spring, continues to sell week in and week out. This type of book, which provides a steady income for both publisher and bookseller, seems to be worrying publishers a great deal these days. Reports from all sides claim a decided decrease in the sale of such books, as well as in the classics.


 We are fortunate, then, in having an increased sale in such books, as well as in the classics, due unquestionably to the support of the booksellers throughout the country and to the individual advertising appropriations we give all our books.


 What I started to say about *DAISY, PRINCESS OF PLESS* was that this book continues to get publicity on all sides. Princess Ileana of Roumania has just announced her engagement to Count Alexander Hochberg, second son of Mary Theresa Olivia Cornwallis-West—none other than our same Daisy, Princess of Pless.


 This is front page news for the Press throughout the country, and will probably continue to be so for some time, and affords a good opportunity for increased sales of this popular, intimate and successful autobiography.


 Referring to *TANTALUS*, Ruth Snyder, in the New York World, says . . . "It is a big book, a book that will or ought to receive the deep appreciation of every woman." . . . The book is now in the 4th printing.

 The Camden Courier, in reporting on *WHAT HAPPENED AT ANDALS* . . . "A Comic opera cocktail . . . an exceedingly light and fluffy bit of adventure . . . capital entertainment . . . a grand evening among the most delightful of thugs and madmen." . . .

 The full page advertisement we ran in the New York Times Sunday, January 26, brought in more business than any advertisement we have ever run. Incidentally, advertising experts reported it as one of the worst pieces of advertising copy and layout we had ever put out. Unknown people who go to make up "the great reading public" took the trouble to congratulate us. An uncertain and fascinating business we are in!

 Incidentally, the full page review of *THE LIFE OF NAPOLEON* which appeared in the New York Times January 19 was probably entirely responsible for making this one of our best selling books during the past two weeks.

 As we write this we have just received an advance copy of the Times Book Review of February 2, with a feature review of *THAT WORTHLESS FELLOW PLATANOV* on the front page.

 We are publishing today *THE DEVIL*, a fascinating biography, an intimate and scholarly study of this engaging fellow.

J. M., Jr.



THREE BEST SELLERS

IRON MAN

By W. R. BURNETT

Author of "Little Caesar"



A "Best Seller" within a week of publication—2nd large printing before publication.

"This book is not only new, but strong and beautiful. If more men would write like this we should have not only more male novelists (fiction again showing that it can deal excitingly with things that are preeminently male), but also more novel readers, male and female."—*Atlantic Monthly*.

It is an intense, gripping story of love and action and intrigue. The greatest story of the Prize Ring ever written. A poster is available for "Iron Man." \$2.50

THE CITY OF DESIRE

By JUANITA SAVAGE

Author of "The Spaniard"

Booksellers are fully acquainted with the selling power of Miss Savage's books. They have a wide appeal.

"The City of Desire" is an even better performance than "The Spaniard," but in the same style, vividly colorful, romantic and exciting to the end. A poster is available for "The City of Desire." \$2.00

CARDINAL NEWMAN

By J. LEWIS MAY

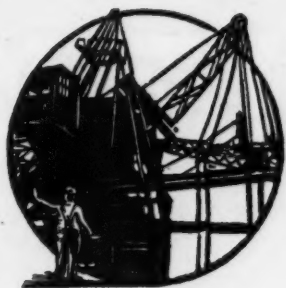
A brilliant biography of one of the great figures of Victorian England. A Catholic book of the month selection for February.

"For a modern reader this is the best study of Newman yet written."—*London Daily News*.

"The heart of every lover of Newman will go out in gratitude to the author."—*Catholic Times* (London).

Imprinted post cards are available for Cardinal Newman. \$3.50

LINCOLN MacVEAGH — THE DIAL PRESS
152 WEST THIRTEENTH STREET, NEW YORK



A brilliant analysis
of our modern world

MACHINE MADE MAN — by Silas Bent

With many spectacular
woodcut illustrations by
H. GLINTENKAMP

A dramatic history of mankind told in terms of science and invention, fascinating in its facts and startling in its implications. Mr. Bent asks, "Is the Machine Djinn or Juggernaut?" and his answer to the question is penetrating, profound, yet always entertaining.

Over 370 pages, illustrated with full page woodcuts and head and tail pieces by H. Glintenkamp. Publication March 21, net \$3.00

FARRAR &
12 E. 41st St.



RINEHART
New York

INTENSITY

The Keynote of Wharton's Success



THE MARSH WIFE

by JAMES B. WHARTON
AUTHOR OF "SQUAD"

To be published February 26

Price \$2.00

In "The Marsh Wife" James Wharton, the author of "Squad", has shaped with tremendous power the romantic drama of a man and three women dwelling on the dark marshes of Delaware Bay.

THE FLIGHT OF THE HERON

By D. K. Broster

Boys and girls will like this tale of love and friendship during the time of Bonnie Prince Charlie, in which the ominous cry of the blue heron warns of perilous adventures.

Illustrated, \$2.50

A vivid story of Africa THE TRADER'S WIFE

By Jean
Kenyon MacKenzie

The author of "African Adventures" writes a startlingly realistic story of a trader's wife whose romantic hopes of Africa turned to ashes in the face of the horror of the slave trade.

\$2.00

THE LITTLE BEAR AND THE DRESSED UP PIG

By Louis Moe

A delightful picture book of the Little Cub and the persistent Bumble Bee, and of the little pig who was always a pig.

\$1.00.

COWARD-McCANN, Inc.
425 Fourth Avenue New York

The Broadening Circles of
OSBERT SITWELL'S
Audiences As Demonstrated
By The Increasing Importance Of His Press.



This New Book
A Sure
Seller

SALES
SMALL

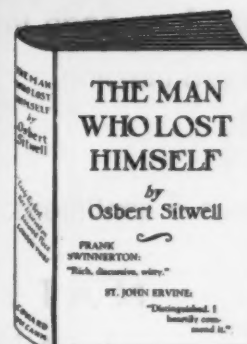
SALES
INCREASED

SALES
GREATLY
INCREASED

SALES
NEW BOOK
?

"INSPIRED" -- PUNCH.
"RICH, DISCURSIVE, WITTY" -- FRANK SWINNERTON
"DISTINGUISHED" -- ST. JOHN ERVINE
"A MEMORABLE TRIUMPH"
LONDON TELEGRAPH

\$2⁵⁰



The MAN WHO LOST HIMSELF

By the Author of BEFORE THE BOMBARDMENT

PUBLISHED FEB. 26, 1930

A COWARD-McCANN BOOK

return of another native

Cartoons, jokes and novels have often portrayed the back-homecoming of the long-lost son, bringing the aura and the halo of the metropolis, or—less often—its scars and its scorn.

Sometimes the return is like that of the lad who, after an absence of several years, strutted down Main Street with his suitcase and when he gaily hailed an old-timer, was greeted briefly thus: "Hello, Tom, goin' away?"

Other heroes arrive more heroically, in the nick of time to lift the mortgage, stop the run on the bank or open the eyes of the sequestered heroine.

Always, of course, it is a sentimental visit. So it is in:

NATIVE SOIL

by Allan Updegraff

Here comes the cosmopolite, the far-travelled man of all the worlds. In weary middle age he flees from Paris to the "Queen City of the Ozarks," from which he had run away at an age of seventeen. Full of

memories, aching for surcease, dreaming romance.

And, to be blunt about it, the home town boys and girls take him over the jumps. The pace is too fast for him—for **him**, who thought he had seen all, heard all and done nearly all.

In the end he flees again, back to the grateful calm of Paris. But he goes encumbered. For the tendrils of the old town have gripped him with fresh tenacity.

The return of a native—a la 1930. Not a farce, not a "light" story; but a large-scale comedy of manners and love. It has the zest and discernment that led a critic to call Mr. Updegraff's last previous book, **Whatever We Do**, a "perfect example of the modern novelist at his best."

To be published February 27th, in 331 pages, at \$2.50 by

John Day

February 8, 1930

673

THE COMMUNITY CHURCH OF NEW YORK

January 21, 1930.

Dear Mr. Newsom:

I picked up "Hey! Yellowbacks!" to give it a glance or two, and at once found myself so captured by the book that I read it at a sitting. It is a superb piece of writing. It is not only intensely interesting from the nature of its material, but beautifully written from the literary point of view, and with a fine spirit of heroic idealism. I count this diary of a conscientious objector a contribution to the growing war literature of our time of first importance. It does for the conscientious objector behind the lines exactly what "All Quiet on the Western Front" has done for the soldier in the trenches. In both cases, from differing viewpoints, we have unforgettable pictures of the horror, the brutality, and the sheer silliness of war.

I hope that this book may have a wide reading. Push it as hard as you can.

Very sincerely yours,

A handwritten signature in cursive script, reading "John Haynes Holmes". The signature is written in dark ink and is positioned below the typed name.

Mr. Earl Newsom,
The John Day Company, Inc.,
386 Fourth Avenue,
New York City.

If they read for **P**LEASURE

we recommend these books
ready, February 13th

ROBERT M. McBRIDE & CO.
7 West 16th Street New York

MYSTERY



The MURDER in BEACON STREET

By Wyndham Martyn

A Harvard professor tests
his theories of criminology
in trying to save himself
and the girl he loves from
conviction. A baffler.

\$2.00

WESTERN



*Those
fearless
Western
days!*

LIGHTNIN' CALVERT

By W. B. M. Ferguson

Here's an adventure-
packed yarn that would
make Wild Bill Hickok
sit up and take notice.

\$2.00

HUMOR



GIVING THE BRIDE AWAY

By Margot Neville

You'll laugh yourself pink
over this tale of how
Charles contrives to give
the bride away without
giving himself away too.

\$2.00



UNDERWORLD



The MAN CALLED EIGHTY- EIGHTY

By Roy W. Hinds

Jesse James himself never
turned a neater trick of
bank robbery than No.
8080. A masterly story
of crime with characters
worthy of O. Henry at his
best.

\$2.50

ADVENTURE

FILIBUSTER

*By Colonel B. Dyke
Acland*

A breath-taking tale of
romance and rebellion in
a South American republic.
Soldiers of fortune at
their best.

\$2.00



Adventure!

IN MACMILLAN BOOKS

The lure of the far horizon, of exciting adventure, and unknown places is as great today as ever. Through books the city dweller gets the thrill of discovery which his forefathers found personally. Here are three new books which you can sell to everybody.

Africa

JUNGLE PORTRAITS

Delia J. Akeley has written a book as alive and untamed as Africa itself. Her experiences in the Congo jungle on many African expeditions were thrilling and exciting, and she has brought them into this book with pen and photograph in a way that will truly delight every customer who has bought a travel book from you. \$3.50

Alaska

THE GREAT WHITE SILENCE

"In a saloon on Montgomery Street in San Francisco I met a fellow who assured me that gold was being found on one of the Queen Charlotte Islands." Louis Frederick Roquette thus begins the story of his Alaskan adventure. Here is a tale that is reminiscent of Jack London's best work, both in its setting and its rugged strength. \$2.50

America

DEATH VALLEY

The romantic story of a romantic place, written by Bourke Lee. "Only one person seemed to have conquered Death Valley, Death Valley Scotty. Scotty came out of the valley every once in a while with his pockets full of gold. He had a secret mine. He hired special trains to take him to Chicago and New York. When Scotty came to town he threw money out of the window of his hotel and tied up traffic." Such anecdotes and tales fill many enticing chapters. *Illustrated* \$4.00

THE MACMILLAN COMPANY 60 Fifth Ave. New York

BLACK GENESIS

AN HILARITY

by

SAMUEL GAILLARD STONEY

and

GERTRUDE MATHEWS SHELBY



district of South Carolina literature Julia Perkins let Sister Mary does the Black Genesis, which is or the story of how he that way.

The entire chronicle of the primitive negroes of a rare kind. Illustrated by Martha Wesley of the spirit of the text. You may be certain that the tail depicted on the right Circulars for your use, nationally.

March 18

THE MACMILLAN COMPANY

K SIS

Out of the same Gullah
 a Carolina which gave American
 Perkin's Black April and Scar-
ces this new Uncle Remus—
 which is told with robust hum-
 of w humans and animals got

one of creation, spun out of
 eg mind, offers entertainment
 illustrations on this page,
 Wesley Bruere, are indicative
 of the text and the decorations.
 that Mother Eve lost the
 right.

ouse, promotion, advertising

18  **Price \$5.00**

COMPANY NEW YORK





Here is a notable interpretation of the French people which we predict the bookmen of America will be selling steadily for many years. The breadth of its viewpoint, the profundity of its scholarship, and the clarity of its style set this work apart as an epic story of the kind we have come to expect from French scholars. It is comparable in its scope to the Beards' "The Rise of American Civilization"; for it attempts to explain French life, culture and ideals in the light of her history rather than to tell that history in infinite detail.

The book was written especially for an American audience, as it grew directly out of a special course in French history offered to members of the A. E. F. at the Sorbonne after the Armistice. Professor Guignebert has long held a chair at that famous university, and this book represents a lifetime of research in the evolution of French civilization. We offer it to the trade as one of the really important books of the season. As such, it will be given a special promotion campaign commensurate with its merits.

A SHORT HISTORY OF THE FRENCH PEOPLE

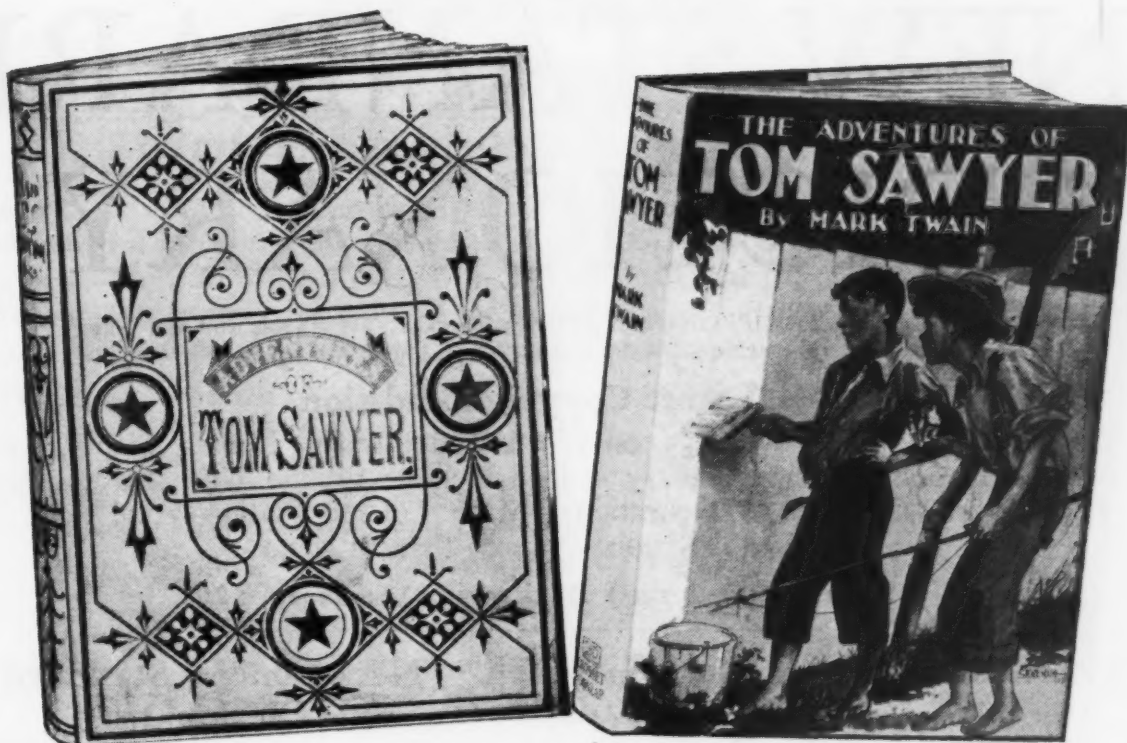
By **CHARLES GUIGNEBERT**

Ready March 11

2 vols. \$15.00

THE MACMILLAN COMPANY - NEW YORK

Books May Come and Books May go
— but TOM SAWYER goes on forever!



In the days of copper-toed boots and burnsides when eggs were 8 cents a dozen and good wages were a dollar a day, our grandfathers were buying this book and paying real money for it—scrollwork, stars and all.

—and now with eggs—well, where are they?—and a boy getting a dollar for just shovelling off your front walk—this most famous of all books about a boy is available in a fresh, new, up-to-the-minute edition for 75 cents!

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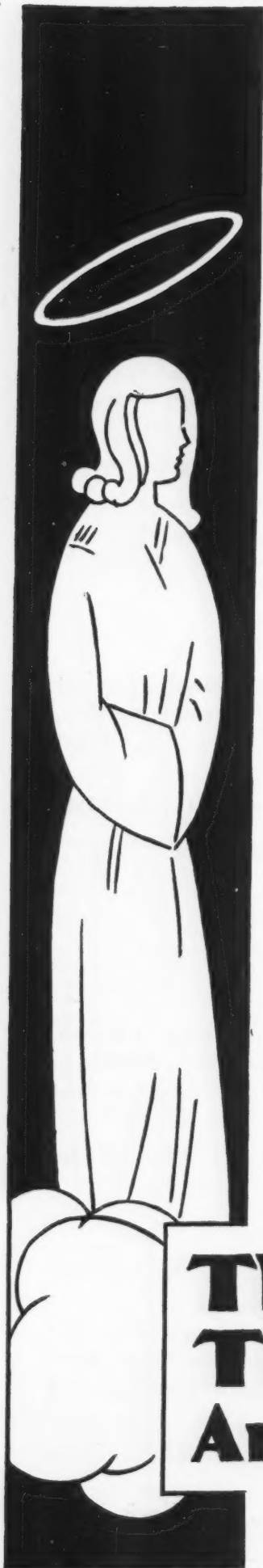
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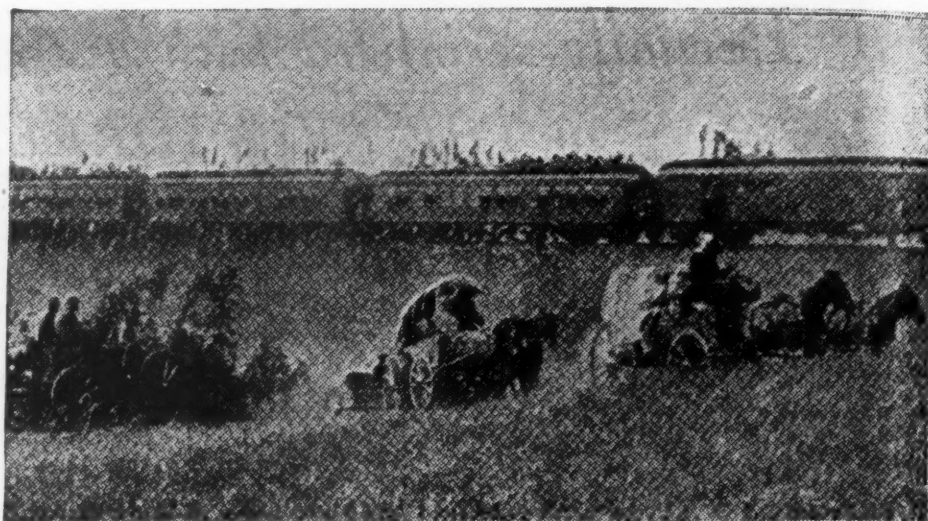


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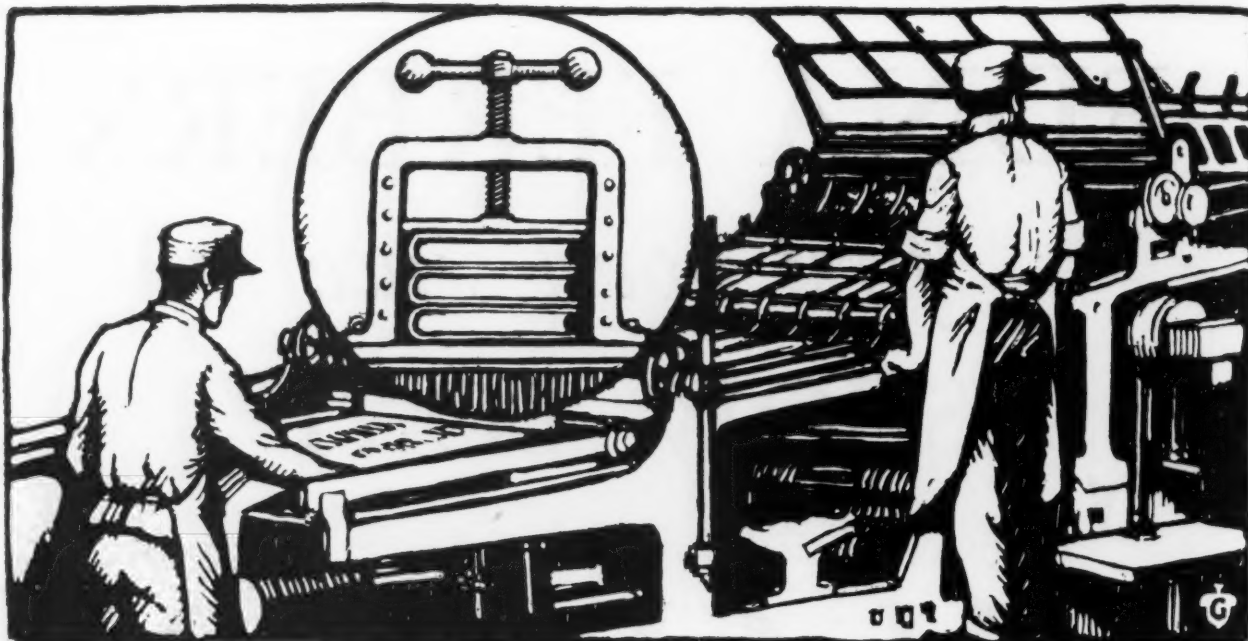
In about 1836 it became the name of that no-man's-land which lies between Texas and Oklahoma, an empire of the lawless, the desperate and the hunted. On April 22, 1889, this strip was opened up with the land rush known as the famous Oklahoma Run... Into this country Yancey Cravat took his young wife Sabra, and their four-year-old son Cim.

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111 from THE INNER SANCTUM of SIMON and SCHUSTER <small>Publishers 37 West 57th Street - New York</small>		DATE January 10, 1930
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FROM	R L S	
SUBJECT:	THE BUILDING OF A BOOK	
<p>We have bought three copies of THE BUILDING OF A BOOK, by Frederick H. Hitchcock, published by the R. R. Bowker Company.</p> <p>This book gives a good bird's-eye view of publishing as a whole, and Mr. Schuster and I recommend that members of the Staff borrow this book (Abe will have charge of them) for reading. I believe it will be interesting to you in your work, since you will see perhaps more clearly than heretofore co-relations of the various departments of the publishing business.</p>		

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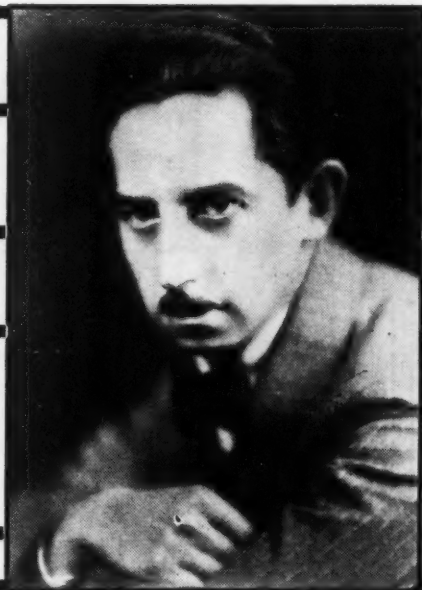


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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 8, 1930

The Associated Book Travelers

The History of This Organization Starts Twenty Years Ago When Two or Three Book Travelers Used to Meet for Luncheon At the Continental Hotel

TWENTY years ago two or three travelers from the publishing houses used to meet for luncheon at the Continental Hotel in New York City. This group enlarged to about a dozen men, and when the Continental closed to erect what was then a skyscraper on its site, the men moved up to Shanley's at 30th Street and Broadway.

The book travelers, who have always been anxious to help one another, discussed new problems of the trade and particularly aided the new salesman to untangle his many troubles and worries. Shanley's became the meeting place of book traveler and buyer, and Peter Shanley, always a warm friend of the Book Boys, would reserve enough tables to take care of from two to fifty men who might breeze in from the last trip to lunch with their colleagues. A few men took the responsibility of running a banquet, and for two or three years the attendance at these affairs was large and hilarious. When Shanley's closed their 30th Street restaurant fifteen years ago, the boys drifted to all parts of the city for luncheon and occasionally met in a New York bookstore or some far off city.

Five years ago an incident brought to light to one of the now older men that the younger salesmen of one territory did not know a salesman of another territory unless each traveled for the same house. This proved to be a severe handicap to

the new man, also to his house, for a great amount of information a salesman has regarding customers in his territory is never recorded or cannot be recorded. This problem was discussed many times, and finally Leon Archer, August Gehrs, Harry Snyder and Edward Vass formulated plans for a banquet and two luncheons each year to bring the men together. An Association was suggested, and a constitution and the name Associated Book Travelers were finally made acceptable to this small group before a general invitation was made to all travelers to meet at luncheon to discuss this new idea. Seventy-five men answered the call, and the meeting brought out a great many problems which were discussed and voted upon. The membership clause "A man actively identified with the wholesale sales department of a book publisher of America," which later was amended to include the salesmen of the book jobber, was a sticker. The general idea of the meeting seemed to be that there were not enough men under such a ruling to form an association, but the Chairman of the meeting pointed out that if the men present would join at once, this would be a representative body of salesmen and big enough to justify an association. The wisdom of this has been confirmed by the number of members under that ruling in good standing whose dues have been paid for the coming year, namely 210 men, and by the additional

men being enrolled each year. At this meeting August Gehrs was elected the first president to officiate for that year, 1925, and Leon Archer, Edward Vass, Harry Snyder, J. William Corrigan, Raymond Bond and Howard Lewis were elected to offices as a Board of Governors. The first years were difficult, but the enthusiasm of the officers and the hearty cooperation of the men who served on various committees have brought together, three times a year, salesmen and buyers from all parts of the country to enjoy the association and to become acquainted with their fellow travelers.

The first banquet held in December was attended by over one hundred men, and the splendid entertainment of Tom Daly, the Irish poet, and Sigmund Spaeth filled out a very delightful evening.

During the Convention of the American Booksellers' Association in May of 1927, the Associated Book Travelers invited all booksellers attending the convention to attend their annual May luncheon. This meeting, presided over by Hon. John Finley and ably assisted by Harry Snyder, who was then President, was a very gala affair.

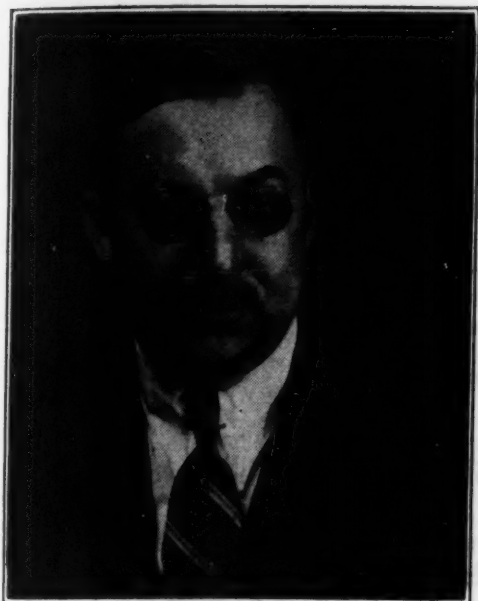
The Board of Governors decided to try a Field Day in 1928 instead of a luncheon, and the attendance and general good time caused them to have another Field Day last May at a near-by golf club where salesmen, buyers and publishers met and enjoyed a day of golf, tennis and cards. This will be an annual event.

The president of one of the largest job-

bing houses stated he thought it necessary not only for his salesmen, but also for his buyers and assistants to attend these field days, for all men of the book business should meet on an equal basis at least once a year. No business is permitted to be discussed by the men themselves, and a closer friendship and understanding has been created by these parties.

Authors, travelers, explorers and public men have entertained and contributed to the success of each luncheon and dinner, and on December 23rd the Association celebrated its fifth anniversary which was attended by the greatest number of members, publishers and men from other departments of the publishing houses. The Entertainment Committee provided an excellent program with Lowell Thomas as their toastmaster and a long list of celebrated explorers from various parts of the world, such as Major Radclyffe Dugmore, Count Luckner, Clyde Eddy, Major Tex O'Reilly and others. F. Allan Clinch presented to the past presidents an emblem in recognition of the work they had done for the Association, and after a few words of acceptance from August Gehrs, Harry Snyder, Edward Vass, Leon Archer and George Seiffert, the members offered through their spokesman a rising vote of thanks. The men who have seen the organization firmly established are now willing to step aside for the younger men to continue an organization that has been of inestimable value to the publishing houses in bringing about a closer cooperation of their sales staffs.

Five years ago August Gehrs, Harry Snyder, Leon Archer and Edward Vass, whose photographs appear on the opposite page, formulated plans for a banquet and two luncheons each year to bring book travelers together. An Association was suggested and the Associated Book Travelers accepted as an organization, with Mr. Gehrs as the first president. The succeeding presidents were Edward Vass, 1926, Harry Snyder, 1927, Leon Archer, 1928. Mr. Seiffert is the retiring president.



August H. Gehrs



Harry M. Snyder



Leon B. Archer



George V. Seiffert



Edward Vass

The Ideal Buyer

I

The Ideal Buyer Is Human and Understanding in All of the Relationships Which Are Not Strictly Business

Sterling Galt

Charles Scribner's Sons

NO one in the book business, or otherwise, is supposed to approach anything so nearly perfect as the ideal state. And yet if we make a mental survey of the buyers in the bookstores of the country we find an ever-increasing number of men and women who, at least from a business standpoint, have most of the qualities which make them almost ideal in the estimation of the man who sells them books. A composite picture of the characteristics of this selected group would give us our ideal buyer.

First of all he understands the important fundamental that salesman and buyer come together solely for the mutual profit of the two firms they represent. Cordiality, mutual confidence and team-work, therefore, always are an excellent start toward that goal. Our ideal buyer realizes that, although he is in the position of the man who is spending the money, there is much that the publisher's representative can do to help him.

This man who is coming to see him has been sent some hundreds of miles by his firm, and at considerable expense, to give him the fullest information he possibly can about the new books and their selling plans for the current season. Therefore the buyer notes the date of his arrival and is careful to see that there has been a thorough checkup in his store of all the standard stock on that publisher's list. He doesn't wait until the man is catching his train and then tell him the stock order will be mailed to him. Our ideal buyer also reads carefully the descriptive catalog of new books which has been sent him in advance. He goes over this, not to make up his final order before he has full information, but to form an intelligent estimate of this list for his own help when he comes to buy.

When the salesman reaches town and makes his appointment the buyer makes a point of being free to keep it, just as he would any other important business engagement. He understands that he is not the only buyer in town whom the salesman has to see and that to stay over another day is expensive and alters the itinerary all along the line. He thus avoids inconveniencing not only the salesman but a score of his other buyers in other cities to come.

The buyer wants the very fullest information that the salesman can give him. He learns all that he can about the author, the special appeal of each title as well as the publisher's advertising and publicity plans for the season. He is interested in much more than the "high spots," for he realizes that they will be sold by popular demand with little sales effort on his part. He wants to know where the *other* books can be sold and just how they will fit in to his own selling plans to special groups in his community who have special interests. He is continually on the lookout for the plus sales opportunity because he realizes that these are the factors which will give him a very profitable season or an average one. Our ideal buyer has another reason for wanting the fullest information he can get. He knows that he will have to pass it on to his own selling staff and that it is often, very often, important to give his employees the correct idea of a book at the start rather than to let them form their own personal estimates based on their own preferences. This he realizes is only fair to both the author and the publisher. And in so far as possible he takes the publisher's honest estimate of each title, as interpreted by the salesman, buying his largest quantities where he sees the greatest sales possibilities for his store.

After completing his order for new books and stock, our Ideal Buyer does not ask the salesman to make decisions which should properly come from headquarters, in the management office. The buyer realizes that to do so puts the salesman in an unfair position for he knows from experience that decisions made by a salesman under those circumstances are subject to confirmation by the publisher and are apt to be overruled. Therefore, he only mentions any adjustments he may think fair and discusses them before writing direct to the firm itself. Then he tries to find out anything that is new in selling and merchandising plans. He realizes that the man talking with him sees and observes hundreds of bookstores a year and may have some very helpful suggestions which are possible solutions for problems his store has been unable to solve. This is especially apt to be true in matters such as the arrangement of stock, special window displays, publicity schemes and direct-by-mail selling. The buyer knows that, in addition to any helpful ideas he may get from such a conversation, the salesman feels that he is really being helpful in turning over a larger volume of sales for his particular house: and that he is being considered as an intelligent business man—not as a moron.

And then, of course, our Ideal Buyer

is human and understanding in all of the relationships which are not strictly business. He stops to realize what it must be like to live on trains and in hotels, coming into contact all of every day with buyers who are far from being ideal and whose dispositions and whims the salesman has to contend with, always from the selling viewpoint which should not antagonize. He treats the visitor as he would like to be treated if he were away from home. He cashes his checks and gives him, when called on, sage advice about his town's resources and hospitality which may ease the tired traveler until the next train and the next town.

And if we think back over the ideal buyers we know, one very significant fact appears, almost without exception. They are all *successful*—not from the standpoint of the average, but that of profits. They can place substantial orders, sell that stock and reorder often. They can always get credit if they need it. The publishers usually grant their special requests because they feel the impulse of cooperation from these stores. And it is not so very strange, after all, that these buyers and their stores get what are known as "the breaks," while their neighbors and competitors who are hardboiled and suspicious never can quite understand why they are seldom on the inside looking out.

II

The Good Buyer Does Not Allow His Personal Feelings and Prejudices to Influence His Buying Judgement

Lawrence W. Hoyt

Simon and Schuster

THE traveler, through his constant contact with all types of bookstores and book buyers is, naturally, in a key position from which to draw comparisons.

The prime requisite of a "good" buyer—at least from the viewpoint of a traveler—is a willingness to look over the publisher's list, with open mind and due consideration for the traveler's time. Some buyers think nothing at all of having the traveler call three or four times for the

purpose of making an appointment. Then, after the appointment has been made, oftentimes, they heap on additional coals by arriving at the scene of activities anywhere from thirty to ninety minutes after the appointed hour. They fail either to realize or appreciate that time is money with the traveler as with themselves. For after all, you know, the traveler does have to pay good money for his food, lodging and transportation, and he has a definite schedule to carry out. Actually, he is

quite as human and has just as many obligations as the buyer himself. A great percentage of the buyers throughout the country are fully aware of this fact, and extremely considerate. And, almost invariably, we find the truly successful buyer in that category. But—there are others!

Once the buying appointment has been made—and kept, our “good” buyer actually welcomes the opportunity to go over the publisher’s list. He realizes that the publisher must have seen some merit in his new offerings, otherwise, he would not have gambled his money upon them by adding them to his list. As a consequence, the buyer at least listens to the story in connection with the titles listed. He solicits the traveler’s thoughts and suggestions—particularly as regards new authors—and he accords strict courtesy to the comments and suggestions offered. Being a “good” buyer, he in turn has the publisher and his representative cataloged in his mind. He knows their history and methods and he governs himself accordingly.

Again, the “good” buyer does not allow his personal feelings and prejudices to influence his buying judgment. He knows his market. Anticipating a certain demand, he prepares to meet its needs. If the title be one by an author previously successful, this buyer realizes that he will sell a definite percentage of the total number which he sold of the author’s earlier volume under any circumstances. If the book presented is by a new author, the successful buyer does not pass it hurriedly by. He realizes and appreciates the fact that even the greatest of authors was at one time a “first book” man. Consequently he attempts to analyze from the traveler’s story the type of work which has been written and, mentally, totals the number of his customers to whom such a book would have an appeal. His order is the result of his findings.

We notice in our travels that the successful buyer has been extremely careful and painstaking with the training of his or her staff. He has relegated to each member of his personnel the sale and supervision of books of a specified nature. He knows what these assistants can do with

books of a definite character, consequently he obtains their opinions when ordering regarding the potential sale of the titles which fall within their particular departments. The card records which have been kept by his assistants regarding the individual likes and dislikes of their customers will very often show that a demand does exist for the type of book which might otherwise go unordered.

The good buyer is not constantly overbuying on new books by well known authors. Naturally enough, he fully understands that the great American reading public is subject to fads and vogues in books quite as much as it is prone to follow the latest trends in dress. Therefore, he is sensible enough to give due consideration to the vagaries of his clientele when placing his initial order for a new work by an author whose last book was unusually successful. Rather than concentrate the efforts of his staff upon the disposal of great quantities of a mere handful of titles, he finds it a much more satisfactory policy to fill his tables and shelves with a larger and more representative assortment. He plays up the fact that there is smart reading just as there are smart clothes; smartness in theaters; smartness in traveling. He is quite aware that it is no longer true that a great time must elapse before a reading vogue can sweep the entire country. Appreciating this fact, as soon as he learns that a certain book is doing well at the source, he immediately anticipates and goes after the market instead of waiting for the market to come to him.

The “good” buyer is quick to take advantage of the publisher’s advertising and promotional activities and he is always ready to capitalize on them through effective tie-ups. He is a live wire and he knows that cooperation pays. True, he does not always share with the traveler in the traveler’s enthusiasm for certain titles and he does, sometimes, cut the suggested quantities. But he is open to reason and he has a sincere desire to cooperate in the greatest degree possible. It is this type of buyer upon whom we of the traveling fraternity consider it a great pleasure to call.

Why I Like It

Three Well-Known Travelers Tell Why They Like Their Territories

I

Why I Like New England

Raymond T. Bond

Dodd, Mead and Company

LIKE New England as a territory? Of course! Who wouldn't after knowing it for a decade or more?

There is the obvious advantage in this smallest of all the salesmen's territories that it may be covered more easily and more intimately than any of the others. In addition, it is the nearest New York, which means home to most of the travelers.

But a liking for New England goes deeper than such considerations—the people themselves are the real bone of contentment. Lean, undemonstrative, shelled with reserve, as you sometimes find them, the New England buyer, especially if he comes of the old stock, is more likely than not to hold a new salesman at arm's length for a while until he takes his measure. But once the decision is made, the salesman will find no stauncher business associate and friend anywhere than here. Such a relationship and mutual confidence not only makes up for the salesmen's compulsory absence from associates at home; it likewise makes their job of selling easier, for although men seldom do business on the basis of friendship, they almost always prefer to do it with their friends.

There is an unusually wide range of bookshops in New England, in spite of its relatively small size; and this, too, helps the traveler with a general line. There are specialty shops for the rare and high-priced books; there are good merchandising accounts for the cheaper books that sell by the gross instead of in small decimal units. In between there are an unusually large number of good steady accounts which are more than likely to handle some

copies of every book in the salesmen's catalog and many copies of several of the titles.

New England is probably more book-minded than any other section of the country. The temperament of its early settlers and the rigors of the land may have had something to do with that. From here, moreover, came most of the vertebrae in the back-bone of early American literature. Perhaps, because of this, bookselling has always been particularly associated with New England and the National Association of Book Publishers reports twenty-four new outlets in 1929. This is good news for every book traveler in New England.

Certain distinctions, peculiar to this territory, should interest every traveler. New England is notable as the home of the best-known bookstore in the United States. Here, too, the first book was printed in this country. The largest library jobber is here. The buyer who apparently knows more about juveniles than any other buyer in America has a shop here. The most energetic News Company manager would seem to be in this territory, as well as the most unconscionable punster in the booktrade. The prettiest girl in the trade is in a New England bookstore. The most loquacious bookseller hails from this region, as well as the most delightful raconteur and chronicler of booksellers' stories. America's most silent author lives within these confines. So much for the infinite variety and business stability of New England. Who wouldn't like it as a territory?

II

Why I Like the Coast

James D. Blake

Harper and Brothers

AS the ducky said when asked to change a twenty dollar bill, "No. But thank you for the compliment."

Am just starting with the Spring Line; galleys to right of me and catalogs to the left with impatient buyers forming in line at R. C. Working 25 hours a day by skipping lunch.

Would like to oblige you by writing an article and will some day when given ample warning. At present—no can do.

Were I talking to you in answer to your question I'd say:

I like the Coast because it comprises California, Oregon, Washington and the *contiguous* States, if I know what that means.

Relatively, there is very little illiteracy here so more books are sold, bought and read per capita than in other sections.

Western buyers look upon Coast travelers as friends, seldom keep them waiting

for appointments and usually confirm up to 95% of memo orders placed.

Western buyers are sports and take a sporting chance on the book that seems to have possibilities. They don't expect the traveler to be right more than nine times in ten. And when a mistake is made by buyer or seller there is very little waiting.

I like the Coast because the trade here cooperates; there is very little price-cutting, publication dates are generally observed and the traveler's path is strewn with roses, poppies and poinsettias.

I like the Coast because it is warm in winter and cool in summer and lovely at all seasons except when we have unusual weather.

Finally, I have heard travelers say that they like the Coast because it is 3,000 miles away from New York. (But I love New York.)

III

Why I Like the South

Horace E. Gillmore, Jr.

Charles Scribner's Sons

TRAVELING in the south, one quickly begins to realize that the slogan used by one of the Southern Railroads—"The South of Today is the West of Yesterday" is more than a bit of clever advertising. Before going into the purely commercial aspects of the South as a potential book territory, the recalling of the usual methods of reception of travelers by members of the Southern Booktrade, simply must have a word. Unquestionably there are probably many imbued with the fervor of silver-tongued sales manager-promotion talks who find the leisurely manner of the southern book dealer an

obstacle to their pre-prepared line of swift attack. I must admit the warmth of reception, the pleasant willingness of the book men to exchange anecdotes that are collected in the great game of spreading light and truth (i. e.,—the book business) more than repays whatever lost motion occurs by the observance of the southern tradition of leisurely procedure.

There has recently been a literary renaissance in the South and "Porgy," "Jurgen" and "Look Homeward, Angel" have convinced both publisher and public that out of the South is rising one of the most colorful literatures America has ever pro-

duced. It is natural, with the attendant publicity given an awakening literary consciousness in the South, and attendant productivity, that the public's interest would rise with the tide, if for no other reason than through sectional pride. Naturally this interest was quickly reflected in the booktrade and brought new and younger blood to the battle front of the bookshops; thereby causing the increasing stir that now would seem to me to make the South a fertile book field, with potentialities only limited by the energies of members of the booktrade and cooperation from the publishers.

Probably, too, a point that should not be overlooked is the turning of America to look back at its own history, discarding, as it has, the inflated worship of heroes and customs of other nations. The his-

tory of America is now being brought into the daily life, and obviously with the possible exception of Massachusetts, no state can boast a lore richer than that of the other original southern states, Virginia particularly. Quite naturally people have turned to books and with the popularization of Revolutionary and Civil War material, it has been quite natural that the interest in general publications has increased.

The South's consciousness of books is now apparent. What will follow as a result is up to the booktrade, and the travelers.

Closer contact between the publishers and the Southern bookstores is bound to win results, and I believe the next few years will show greatly increased business throughout this section.

Publishers' Advertising Increases

Harry Apeler

Advertising Manager of "Books"—New York Herald Tribune

PUBLISHERS' advertising for 1929 shows a very healthy increase over 1928, not only in the total amount of money spent but in the quality and effectiveness of the copy. Comparatively few readers who read publishers' advertising know or realize how much "midnight oil" has been "consumed" in getting the ads ready and how many gray hairs have been started for publishers' advertising managers and advertising agency executives by individuals in publishing houses who think they have "a swell idea." They are always striving to write a piece of copy that will be "different," that "will hit the reader right between the eyes," that will "compel him or her to buy the book at once."

And make no mistake, from all of this there is evolved some mighty good copy that starts people talking and thinking and it does sell books. This advertising is followed up with reviews, special publicity stunts, selling the bookstore clerks, securing general trade enthusiasm and by

the thousand and one other factors that enter into selling books—then finally the book is launched to "sink or sell."

Right at this point, generally just before this, all sorts of advertising conferences have been held in publishers' offices; some go on for days—one person wants to wait to see what the reviewers say—another wants to confine the advertising to daily papers only with small ads often—someone suggests Sundays only—still another thinks the magazines should be tried first for "reactions." Someone else says let's smash the readers at once with a few full pages—a few say quarter pages are better. Then, frequently someone bobs up and says that he has just seen an article on advertising written, always, by a big national advertising man (identified with an annual two million dollar appropriation) who says publishers' advertising is all wrong or nearly so and he would do thus and so. Publishers' advertising managers never want for lack of suggestions, but *whatever* plan they finally adopt—obvi-

ously it is impossible for them to "hit the bell" every time—to get a good batting average in this league is no small accomplishment.

On this same product day in and day out with two million dollars or even a half a million dollars advertising program—that is one kind of advertising. But the publisher's problem is how to get one book started which advance sales indicate will reach 1,671 copies—5,000 at least were expected—how far will five hundred dollars or even a thousand dollars go toward covering the country, and the author expecting full pages or half pages at least in all important mediums on publication day? Then the next book by another author is an entirely different problem in every way—well this kind of advertising is something else again.

The fact remains that radical new departures in book advertising have been tried countless numbers of times without success. On the other hand, it has been conclusively proved that copy straightforwardly written, copy quoting an intelligent review by a known-to-be-worth-while critic, copy that tells the reader the points about the book that will interest him or her and why they should have or need the book is the copy that sells, and this is true of mail order copy as well. These basic fundamentals are successfully proved every day, every week, every year and the total volume of business in dollars and cents of publishers is steadily increasing. New markets are opened—advertising has paved the way.

The entire country is unquestionably more book conscious at this time than ever in the history of the book publishing business. It is not only good form to talk about books in all strata of society but to be in the know it is an absolute necessity to be able to discuss books intelligently. Just one proof of this book consciousness is the approximately 200 new bookstores that were started in 1929. Beyond a shadow of a doubt book publishers' advertising was, among many important factors, the one greatest instrument in bringing this about and enlarging the market for books.

These results have been brought about not by hit or miss ideas but as a rule

by well-formulated plans with the funds at hand to be spent, carefully worked out as against anticipated and actual sales, and improvement in all these advertising programs is constantly and continually sought after. When the time comes for the frequently talked of plan of spending a vast sum of money for a national campaign selling the idea of Have Books in Your Home, à la Victrola, this then will be still another kind of advertising problem.

Fortunately, the mediums to be selected for book advertising do not constitute as large a problem for the publisher as the kind of copy he shall use and when he shall use it. Newspaper book sections and feature pages, magazines and trade papers, their good points and their bad, have been carefully analyzed and grouped by publishers and their successful use for certain plans and schemes have been proved time and time again. Advertising agents who handle a large number of the important publishers—The Denhard Advertising Agency for example, are constantly in touch with all phases and conditions and changes that may arise in these selected groups so that mediums are not one of the heavy worries of the publishers' advertising department.

Estimates of Purchasers' Advertising

AGATE LINES

Newspaper Advertising	3,087,135
Periodical Advertising	
Est. 1/3 of newspaper	1,029,045
Total	4,116,180

Average cost per line .80	\$3,292,944
Expenditures in Trade Journal, Cooperative Catalogs, Lists, etc.	400,000
Expenditures for imprinted Circulars and Catalogues, Posters, direct mailing, etc., etc.	\$2,400,000

Total \$6,092,944

Now for 1930! More advertising and "Fewer and Better Books" will produce more economical and increased business for all.

All this planning of space and developing of campaigns must, of course, proceed within the limitations of the total advertising appropriations. Publishers are today doing their cost accounting carefully and allotting to each book its own promotion expense, so that its success and its profits may be accurately analyzed. Guided by cumulated experience, a certain amount of money is appropriated to launch each book and supplementary amounts are added to this as the book makes its way or as special developments seem to justify some unusual experiments. These appropriations have to bear a sound ratio to the publisher's total income from sales and, as the sales increase, the total for advertising increases. The total advertising appropriation of trade books is, then, the total of the budgets of 100 or more publishing houses which are selling actively to the trade.

An estimated total of expenditures by trade publishers for display advertising in 1928 in all mediums was the result of a great deal of inquiry and careful study and was found to be \$5,048,392. In 1929, using the same basis of study, there is a total of \$6,092,944, quite a formidable sum of money. This shows an increase in one year of \$1,044,548, almost exactly 20%.

By far the larger part of this money

spent for display advertising is spent on new titles and new editions. There were approximately 10,000 of these during 1929, but in studying advertising expenditures it must be remembered that there are a great many classifications of books that are not merchandised by the sort of display advertising here being discussed i.e., books on education, medicine, law, a large proportion of books on religion, philosophy, agriculture, science, technology, philology etc. Only a few titles out of the long list of books on poetry carry advertising campaigns. Therefore, in considering this appropriation of \$6,000,000, we are considering only the advertising expenditures on books promoted through trade sales in the fields of fiction, juveniles, biography, history, geography, travel and fine arts, and to some extent, poetry, drama and general literature, with occasional books from other fields, in all, perhaps one-half or maybe only a third of the total of 10,000 new titles and new editions.

It is on this group of books that the publishers and their advertising assistants concentrate their imagination and energy, and it is the total sales of these books that provides the funds by which display advertising is covered, and as these sales increase these appropriations are themselves steadily increasing, as the figures show.

Kansas Book Dealers to Meet

THE fourteenth annual meeting of the Kansas Book Dealers' Association will be held at the Hotel Kansan at Topeka on February 17 and 18. The Topeka convention committee consists of Charles L. Mitchell, John A. Crow, T. L. Pattison, Ralph Moore and H. H. Blair.

The organization is holding its own in membership, and in the last year has experimented profitably with group buying. The Association's last purchase was of 300 gross of a well-known lead pencil and ten gross of high-grade playing cards. The association has discovered that imprinting the organization's emblem is acceptable on tablets and note books, but that in pencils and playing cards it is better to use the well-known brands.

Each member who expects to attend has been asked to write a paper, choosing his own subject, on the vital troubles of the bookseller and stationer of today. Many of the Kansas Book Dealers' Association members believe that the small town can be saved for the home dealer, by the proper display and pushing the lines *not sold* in chain stores. Merchants in small towns already realize that some of their small item business is going to the larger town, where the chain stores have great displays, on account of the good roads and automobiles.

All correspondence should be addressed to Phil M. Anderson, President, Newton, Kansas, care of Crane & Company, Topeka.

Resale Price Maintenance

Ellis W. Meyers

Executive Secretary of the American Booksellers' Association

IN spite of those who say that there can never be legislation to relieve the "cut-price" evil, the following news comes from Washington, through the columns of the *United States Daily*:

"The so-called resale price bill (H. R. 11) would restore with proper safeguards the liberty of contract which has existed under common law from the earliest times until the enactment of the Sherman anti-trust law in 1890, the House is advised in a favorable report just submitted by the Committee on Interstate and Foreign Commerce on the bill as amended in Committee.

"The report says the bill is substantially in accord with a report of a sub-committee in the last Congress and that extensive hearings have been held in recent Congresses.

"The full text of the report proceeds: 'It is hoped that the effect of this bill, if enacted into law, will be to prevent to a great extent the unfair and destructive method of competition above mentioned; and at the same time, if it thus succeeds, it will not add to the cost of such goods to the consumer.

"At the present time, when a manufacturer knows that his goods may be subject to this cutthroat competition, he is obliged, in order to keep the trade of small dealers, to fix his range of prices so high that, if necessary, he can make a discount which will enable the small dealer to meet the cutthroat prices.

"If, on the other hand, with the help of this legislation, he can control his price range, he would be enabled to and would, in the end, make his scale of prices lower, so that dealers of all magnitudes could make fair profits on their turnover, and yet the consumer could buy the goods at as low prices as at present.

"One of the principles of modern trade which is now widely recognized, not only in the sale of articles like automobiles but generally, is that the foundation of any trade or manufacture is more secure where

there are large sales at small profits than smaller sales at larger profits. This bill only applies in cases in which the article being sold is in free and open competition, and it is perfectly clear that if the ultimate prices to consumer are unfair or are too high, competition from other sources will soon bring them down to a reasonable basis.

"And finally, and, perhaps, most important for the public welfare, the effect of this bill would be to put the small local dealers more nearly on a competitive basis with the great chain store and other combinations. It is generally and properly recognized that the gradual extinction of small independent dealers will be a loss to countless communities throughout the Nation, and so to the Nation itself."

The following report has just been received from the American Fair Trade Association:

"With all of its 21 members present, and after two days' debate, the House Interstate and Foreign Commerce Committee, by the comfortable margin of 12 to 9, today ordered a favorable report, without material amendment, on the Capper-Kelly Fair Trade Bill (H. R. 11).

"This result vindicates the judgment of its active friends in the Committee who secured a gentlemen's agreement, just before adjournment of Congress last spring, to take the bill up for action at the beginning of this Session. This pledge, although wholly unofficial, has been kept, with the result that the bill is on the calendar at the practical beginning of this long session, which will probably continue throughout the summer. With the three months' short session to follow, enactment of resale price legislation in this Congress is confidently anticipated. *The Bill Will Pass The House.*"

It appears quite likely that, for the first time, this measure will be brought to the floor, and it may be passed. Booksellers, publishers, all are going to be affected. Let your representative know your opinion.

The Ten Worst Book Towns

Considering the Size of the Town and the Character of the Population These Are the Towns Voted by Travelers as the Poorest Bookbuying Cities

"BALTIMORE is the ten worst book towns." That was the first reply we received to our questionnaires that sounded rather final. But as we got ready to give the prize other replies came in which were just as emphatic about giving other cities first place on the list of the ten worst book towns.

"Here are the ten worst book towns I have ever struck, ranked (and how) in their geographical order," ran one reply and neatly typed below ten times was "Worcester, Mass."

Another letter in the same vein stated: "I feel certain that if you list the town 'Springfield, Mass.," ten times that you will have a very sound list of the ten worst book towns in the United States from the retail point of view. It is the poorest book town I know of."

Our questionnaire was sent out to publishers' travelers, and while not enough questionnaires were sent out and not enough replies received to make us feel that our list is the last word statistically speaking, there were at least ten cities about which the votes were very emphatic. The list of the ten worst towns would read:

Springfield, Mass.
Worcester, Mass.
Baltimore, Md.
Pittsburgh, Pa.
Kansas City, Mo.
Denver, Colo.
Charleston, S. C.
Tacoma, Wash.
Fort Wayne, Ind.
Peoria, Ill.

It is often contended that a good public library is a great encouragement to book selling, but as we look at this list we can-

not help remarking that Springfield and Worcester have outstanding public libraries. Providence, which appears further down the list of ten worst book towns, also has an outstanding public library. On the other hand there is a city like Cleveland which has an excellent public library and good bookstore support.

This list, of course, is a list of cities which do not support bookstores. Over and over again the vote makes it clear that it is not the existing bookstores in the cities which are being criticised but the cities themselves. The worst book towns are those which, with due consideration to the size of the population, do not indulge in the book buying habit or support their local booksellers.

Two lists we thought especially interesting because of the detailed comment on the towns listed:

"Denver—has all sorts of possibilities because it is the center of a considerable area of population with a high percentage of intelligent people. The present bookstores have for some years been inadequate and un-cooperative.

"Pittsburgh—this city is rather hard to understand from the standpoint of the book business. From my own personal knowledge, there are a great many intelligent people who intelligently read, and from the standpoint of wealth it should be one of the best book towns in the country. It is discouraging when one of the keenest retailers of books in the book business—Joe Estabrook, finds himself continually blocked by an inability to increase his book figures.

"New Orleans—there is room here for a large, well stocked, up to date intelligent bookstore that has no connection with any department store.

"Providence—used to be one of the high spots of New England and has greatly

fallen off to a mere shadow of its former self.

Many of the people in Providence depend on Boston or New York for their purchases. Here is another real opportunity for a live progressive shop with a representative stock.

"Washington—should be an ideal book town from every standpoint. It is a cosmopolitan center to which people with wide interests gather from the entire nation but, during the past few years, especially, it has proved extremely disappointing. Again, it is hard to account for it because like Pittsburgh, it has at least three good book shops and Miss Lewis, of Woodward & Lothrop, and Mr. Swift of Brentano's, are alert to most every opportunity.

"Baltimore—should also be an excellent book town but, outside of Norman Remington, Hochschild Kohn and Hutzler's there is really almost nothing in the entire city. In proportion to its population and wealth, its book sales are away off.

"Boston—is the natural book center of the East but, during the past five years has shown a gradual decline which is hard to explain. It is certainly well equipped with bookstores but, again, in proportion to the population and wealth, it has fallen far behind.

"Atlanta—in many ways is the commercial capitol of the South, and there should be a great future here for the book business. It is steadily improving and I believe the bookstores there are awake to their opportunities. I think there is room however, for another live, well equipped, intelligently managed store.

"Seattle—in proportion to the size of this city and character of its population Seattle has never been satisfactory.

"Portland, Ore.—much the same applies to this city except that it should have greater possibilities than Seattle.

"Kansas City—which a few years ago

was a fairly good book town, has deteriorated so that one would hardly recognize it as a town of fairly large proportions.

"Indianapolis, Ind.—has fallen down badly in the last five years.

"Pittsburgh, Pa.—which was always a good town, has fallen down into the list of third class towns.

"Springfield, Mass.—has shown very little life in the last five or six years.

"Newark, N. J.—with its population over 500,000 should be able to support at least one live bookstore.

"Worcester, Mass.—has practically lost all of its book business.

"Louisville, Ky.—could be pepped up quite a bit, although Mr. Stewart is making a desperate effort to do so.

"Savannah, Ga.—is a very wealthy town without a representative bookstore

"The same may be said for Charleston, S. C.

"Buffalo, N. Y.—is a little short of bookshops for a town of its size.

"You ask for only ten towns but it seems to me that there must be at least fifty towns in the United States in which there would be an opportunity for some live bookseller to make plenty of money."

In addition to the ten worst towns, the following cities were on the list:

St. Louis,	Newark,
Indianapolis,	Battle Creek,
San Antonio,	Harrisburg,
New Orleans,	Louisville,
Toledo,	Jersey City,
Paterson,	Boston,
Memphis,	Atlanta,
Providence,	Seattle,
Utica,	Buffalo,
Washington,	Lansing,
Savannah,	Des Moines,
Duluth,	Jacksonville.



Canadian Booktrade News

Findlay I. Weaver

Editor of *The Canadian Bookman*

SOMETHING akin to a trade bomb-shell was thrown into the camp of Toronto booksellers by the appearance just after the holiday season of an immense broadside advertisement in the Toronto newspapers offering the latest novels, biography and other books in strong demand, at a cut of one-third in price and various other books at prices as low as half the regular price.

There is quite a difference of opinion expressed by representative bookmen of both the retail and wholesale trades, as to the wisdom of this course, some justifying and others condemning the move as tending to raise the old price-cutting ghost whose manifestations have been singularly infrequent in Canada during the past year. In fact the tendency has been in the other direction, there being more uniform adherence to published prices of various books than at any other time in the history of the Canadian booktrade, this applying even to department stores which in previous years were a thorn in the flesh for the regular booktrade on the score of cut-rate selling of books, especially reprints.

Association of Canadian Bookmen

The organization known as the Association of Canadian Bookmen, maintained by the associated book publishers of Toronto, has for the past few years maintained a separate office in charge of a secretary although during the past year the secretary, Jessie McEwen, has devoted only part time to that office, having a full-time assistant. Miss McEwen, being unable to continue this arrangement, tendered her resignation at the annual meeting, and the decision was taken to close the central office, but to carry on the work with a less ambitious program of activities, in connection with the Publishers' section of the Toronto Board of Trade. The educational program, however, will continue as arranged until March, speakers going to various towns and cities in different parts of Canada to deliver addresses on

books and reading to various bodies, but more particularly Service Clubs under the auspices of the central bureau of the Associated Service Clubs. The new officers of the A. C. B., are: President—Thomas Allen, Vice-President—John Morgan, Secretary-Treasurer—George J. McLeod.

Following are significant extracts from the address of the retiring chairman of the Publishers' Section of the Board of Trade, Mr. H. S. Eayrs, submitted at the annual meeting: "Bookmen in Canada have now had more than a full year to observe the attitude of the public toward the Book of the Month Club idea, which has been so extraordinarily successful in the United States. A Book of the Month Club sponsored by a Toronto retailer has on the whole done fairly well. The overflow into this country of business secured by organizations of this kind, not only those in the United States, but also now one in England, is responsible for, in the aggregate, a considerable body of folk who like to buy their books on the basis of critical selection. Nevertheless, this country has not been as quick or as warm in its reception of the Book of the Month Club idea as has been the case across the border. One important matter to note in respect to this situation is that the retail trade in Canada has confessedly been helped rather than hindered by the activities of organizations of the Book of the Month Club kind, and the same generally anticipated objection on the part of the retail trade generally to movements of this sort has not materialized."

Eayrs was succeeded in the chairmanship by John Morgan, head of the Canadian branch of Blackie & Sons, Ltd.

That 1929 had been a strenuous year for Eayrs, is indicated by the fact that on that particular day he relinquished two other important presidencies, that of the Association of Canadian Bookmen and of the Empire Club, of Toronto, one of the most influential of the city's organizations.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Silk Hat Traveler

BOOK travelers cannot be easily divided into two groups, the old and the new, because each year there are additions to the fraternity, and those who have been in the business some fifteen or twenty years feel themselves in close contact with the travelers of the earlier period and at the same time not at all out of touch with the younger group. There are a number of men whose experience has been so extensive that they can think back to the nineteenth century and recall memories of the traveling methods and the traveling friendship of that day. The story of book sales by travelers is an important part of the history of expansion of the American book business, and we only wish that there would arise an historian who would take down from the older men their recollections of earlier decades and preserve them in our pages.

The first special Travelers' Number of the *Publishers' Weekly* was issued in 1908, and we turn with interest to see what travelers were selected for special mention in that number. There we find a picture of Girard Buckman, who represented Winston for so many years and whose experience went back to a time before the Civil War; John Black of McLoughlin, who had begun selling with that firm in 1880; J. F. Dengler, the popular

representative of Dutton's for so many years who had joined them in 1883; William McIntosh, who was one of the most beloved men who ever traveled the road for a publisher and who began selling Bibles just after the Civil War; Fred Newcomb of Stokes, who had thirty years of selling in the last century and many in this; John May of Grosset, one of the famous members of the "old guard" who almost might be said to have made Horatio Alger, Jr. famous, so many of his books did he sell when he was with Porter & Coates; F. T. J. Nunan, the gentle, whimsical and successful traveler who started with Stokes in the early '80's but is best known for his long years with Page; Spinney of Crowell; Lander of Lothrop, George Sully, now head of his own business; Al McMullen, who had represented Worthington, McKay, Caldwell and others. These names will be familiar enough to those who either bought or sold books years ago; and to these could be added scores of others who will be remembered with respect and affection. And how can one speak of the travelers of old without speaking of John Hovendon, still so active in the Brotherhood of Commercial Travelers, of C. C. Skepmoes, or Arthur Leon, or Adolph Wessels. Then there must be George Hobby and Bert Caldwell, still as young as ever, and Henry Smith, so long with Nelson's, and Richard Smith of McClurg, Carson of Putnam, Doc. Price of Harper's, Ridings of Lippincott and others too numerous to list in this brief space.

Someone has dubbed the era we are referring to as the "silk hat days of book travelers." The silk hat has been dropped, but the thing for which it stood, a pride in the job, the belief that a representative of a great publishing house was a business representative of importance who should travel well, live well and be treated well, has been passed on to the later decades. The spirit of that day and the standards of that day have influenced the present generation more than they can probably realize. It is as true today as a generation ago that the best assets the traveler has are a belief in his line, an enthusiasm for the game. The standards of the old guard are being carried on in the new times.

The Poorest Book Town

IT is with some temerity that we offer in this issue comment on "the poor book towns" of the country. A poor book town in the sense in which this is being discussed is a town which buys through its bookstores fewer books than would be expected from the extent and character of the population. To be sure there can be no exact way of totaling a city's book consumption. We wish that there were and that we might encourage some kind of city rivalry. In borrowing books comparisons can be made, as libraries keep careful records of book purchases and book loans, but book sales are rather more difficult to estimate. There are, of course, sales made through canvassers, by mail-order and by book club subscriptions, but what is here being considered is sales through bookstores. It is not intended as a criticism of those particular bookstores but a comment on the total book interest of the community.

The book traveler is a good commentator on total sales, as he knows the amount of business he gets from a town as a whole and knows how much comes in through the mail from the same source. It may be that the cities themselves are quite satisfied with their own reputation and that the comments of book travelers are of little moment, but it may well be that such comments would suggest cooperative effort among the booksellers to arouse more book interest, from which all stores would benefit, and in turn the community would benefit. It would be an encouraging thing to report if we should find a local group of booksellers forming an association to put their community in the front rank as a book consuming city.

Printing Lectures Start

AN interesting series of popular lectures on periods in typography has been opened by the Graphic Arts Division of the New York University College of Fine Arts, and an opportunity to attend the series is open to printers and the public. John Clyde Oswald, well-known author of articles and books on printing, is the lecturer, and the course will be given in the main building of the

New York Public Library at 42nd Street. The first lecture will be on Christopher Plantin followed by talks on Torry, Garamond, Estienne, the Elzevirs, Baskerville, Bodoni and so down to the modern day when such subjects as private presses, paper, great illustrated books and the evolution of the printing press will be discussed. These lectures will be particularly valuable to anyone in the bookmaking department of a publisher or to the bookseller who is desirous of knowing the history of book production.

Tips for Traveling Salesmen

"THE work of a traveling salesman is entirely different from the work of any one else. The goodwill of a concern, as well as the profits, depends mainly upon the skill of the traveling salesman," says Herbert N. Casson in the introduction to his new book, "Tips for Traveling Salesmen," just published by B. C. Forbes Publishing Co. "In fact, the function of the traveling salesman has never been fully appreciated. He is usually treated as a mere carrier of samples, whereas he is no such thing. He is the business-getter and goodwill builder of his house or corporation. He is a creator of new business.

"To know his goods is only the A.B.C. of a traveling salesman's technique. He must know human nature, too, and how to deal with all sorts and conditions of men.

"No one, I venture to say, can be too wise or too competent for the position of traveling salesman; and most of us who have been on the road have fallen far short of our possibilities."

In the chapter called "Classify Your Time" Mr. Casson gives a table of the values of the hours of the day. "The peak of the day, in value—in possibilities of selling—is the golden hour between 2 and 3. This is the golden hour for all traveling salesmen. If I were putting a value on the various hours of the day, I would price them as follows: 9-10, 5; 10-11, 10; 11-12, 20; 12-1, 40; 1-2, 10; 2-3, 60; 3-4, 40; 4-5, 20; 5-6, 10; 6-7, 5.

"In the hour between 2 and 3 the customer is feeling more amiable and sociable than at any other hour of the day."

Placing the Responsibility

Langdon W. Post

Member of the New York State Assembly

The act proposing a change in Censorship Legislation, read by Mr. Post at Albany on January 6th, was printed in full in the January 18th issue of the Publishers' Weekly

THE New York State Legislature is now in session. The general offensive against existing laws of the State has started along the whole front and will continue until some time in April, at which time the lawmakers, weary of the struggle, will take what they can get and return home to prepare themselves for the next attack in 1931.

When the smoke of argument and debate has cleared away, it will be found that a few of the old laws, unable to withstand the onslaught, have surrendered, sometimes completely, but usually on condition of certain amendments. The majority of these legislative victories are, individually, of little general importance and their effects are felt only by those groups upon whom the defeated laws had formerly rested. For the most part, they are beneficial and justified and, almost always, are they non-partisan.

Being a member of the New York Legislature I have, of course, joined in this general offensive and among my objectives is one that should be of interest to the publishers of this State. I have attacked that section of the criminal law which deals with the sale of obscene literature, a subject directly affecting dealers in words and indirectly lovers of liberty and free speech. Unfortunately I can hold out little hope for the latter group, but I am most optimistic of obtaining a fairer distribution of justice for the former.

Let me first give a brief outline of my proposed change in the present law. As it exists today the force of this law falls almost entirely upon the distributor rather than the publisher. It is the former who is arrested, who must defend the book and who is eventually fined or punished. My amendment provides that the distributor shall be held responsible for the contents

of the book unless, (and this is important), the publisher can be produced in court and the distributor is willing to take the stand against him; in which case the responsibility for a violation of the law, and for the defense of the book, is shifted to the publisher.

It is a common fault among lawmakers and law-enforcers to shift the incidence of a law to the least responsible violator. Too much weight is placed upon what lawyers term the overt act and too little upon the actual instigation. In our complicated society the overt act is usually committed by "the little fellow" while the "big shot" stays behind the scenes, immune from prosecution. This is, perhaps, too vivid a picture in the case of the sale of books, but to a certain degree it is accurate. Sumptuary laws almost always rest unfairly on their violators; which, of course, is only another argument against this type of legislation.

Under the present obscene book law the vice crusader, armed with the power of prosecution, goes gumshoeing around from one bookseller to another in search of literature which might tend "to subvert the morals of the public" and when he finds a prospective "subverter" he hails him to court, denounces him before a magistrate, whose critical faculties for literary achievement are not usually very highly developed, and then asks him what he is going to do about it. Usually the bookseller, whose profit in the book is not very great and who does not care to fight the case, admits his guilt, pays his fine and the vice crusader chalks up another victory on his annual report. It is so simple—this sport of fine-collecting—and so ineffectual as far as enforcement is concerned. The publisher, the man who reaps the real profits and who is actually responsible for the viola-

tion (who, as a matter of fact, really commits the overt act), remains completely unmolested.

So much for the point of view of the bookseller. But let me call the reader's attention once again to the fact that this amendment does not mean to grant complete immunity to him. He is still the responsible party and remains so unless he can shift this responsibility; which he can do only under certain conditions.

How does this law affect the publisher?

A few years ago a large group of publishers drew up a set of principles. Among them was the statement that each one of them would stand back of any book that bore his imprint. This is exactly what my amendment asks him to do—or, perhaps, it would be more honest to say, makes him do. There is no question but that any reputable publisher is willing to stand behind his own books.

There is also a distinct advantage to the reputable publisher in the passage of this amendment. Surely it does him no good to compete in a market filled with unidentified and spurious competitors. If the book dealer can shift prosecution to another's shoulders, he will do so and, in so doing, he may be able to bring out into the open many hitherto bootleg publishers whose presence in the publishing world serves only as a blemish.

In sponsoring this legislation I do not mean to picture the bookseller as "the white haired boy" or "the orphan child" of the publishing world. I simply want to place the blame where the blame belongs. I do not hold that this law with its proposed amendment is the perfect cure for the present injustices but I do believe it is a cure. It may prove a disappointment to the vice crusader, but I doubt if many tears are shed on this account.

In and Out of the Corner Office

VREST ORTON who recently resigned from *American Mercury* has left New York for Vermont where he will establish a private press. His preliminary plans include the intention of turning out a few soundly printed books to be sold at sensible prices. He will announce detailed plans soon. Mr. Orton's address will be Rutland, Vermont, where he will be also connected with The Tuttle Company, publishers and rare book sellers, in the capacity of editorial advisor. Mr. Orton will continue to be one of the editors of *The Colophon*. ❀ ❀ ❀

Charles Scribner's Sons have printed for private distribution a memorial volume to W. C. Brownell, who for nearly forty years was so intimately associated with that firm as literary adviser. The volume is a deserved tribute to one who had a great constructive influence on American literary production. There are appreciations by Edith Wharton, Agnes Repplier, Bliss Perry, Robert Underwood Johnson, and from two of his colleagues in the Scribner editorial office, Robert Bridges and Maxwell Perkins. Mr. Brownell's well-known books on "French Traits" and

"American Prose" indicate the character of his equipment as a critic and he will be remembered by hundreds of authors of two generations for his keen and helpful comments. It is not surprising to learn from Mr. Perkins that a man of his literary equipment could be at once an instant admirer of George Ade's fables of Lewis' "Main Street," and that he read Scott Fitzgerald and Ernest Hemingway with appreciation and supported the enthusiasm of those more closely associated with their publications. ❀ ❀ ❀

J. Arthur Thomson, regius professor of natural history at Aberdeen University, Scotland, who is at present lecturing at the University of California, is preparing a reading course in "Evolution." M. A. DeWolfe Howe, consultant in English and American literature at the Library of Congress, is to be author of the brochure on "Representative Twentieth Century Americans." A course in "Agriculture" is being prepared by Clarence Poe, editor of *The Progressive Farmer*, and one in "International Relations," by Isaiah Bowman, director of the American Geographical Society. ❀ ❀ ❀



Paul B. Thomas

Paul B. Thomas, until recently of the publishing house of Alfred A. Knopf, Inc., has taken over the management of the new Educational Department of Coward-McCann. At first Mr. Thomas will confine his attention largely to textbooks of college grade, though he will set no rigid limits to his editorial plans. ❀ ❀ ❀

Stanley Paul, who has had a varied and extended interest in English publishing, including a business of his own, has retired from the sales and publicity at Hutchinson's, and he writes to the *Publishers' Weekly* that he would be interested to hear at his address at 34 Regent's Park Road, London, from any American publishers who are contemplating opening a London branch. ❀ ❀ ❀

A few weeks ago when the Corner Office mentioned that Louis M. Levy was planning a trip to Europe, he was referred to as "of Donnelson & Company" instead of M. A. Donohue & Company. We hope that this will clear any misunderstanding which may have resulted for business friends and associates. ❀ ❀ ❀

Eight new authors have been engaged by the American Library Association to pre-

pare reading courses for the *Reading With a Purpose Series*. Two recent additions to this series are "Home Economics, the Art and Science of Homemaking" by Helen W. Atwater and, a less gentle pamphlet, "Capital and Labor" by John A. Fitch, author of "The Steel Workers."

Two courses in literature are also in preparation—one in "Russian Literature," by Abraham Yarmolinsky of the New York Public Library, and one in "Shakespeare," by Felix E. Schelling of the University of



Saul Flaum

the successor to Joseph Anthony as editor of the *Cosmopolitan Book Corporation*, with new offices at 572 Madison Avenue.

Pennsylvania. Blanche Colton Williams of Hunter College and Columbia University will contribute a practical course in "Short Story Writing," and Colonel Paul Henderson of the Transcontinental Air Transport, one in "Aviation."

These courses, consisting of an introductory essay and a guide to a few readable books, will be added to the fifty courses now in use in libraries, homes, schools, clubs, and business concerns.

Publishers may wish to bring to the attention of authors whose courses are in preparation, appropriate new books to be published within the next six months.

Who's Who Among the Travelers

The Abingdon Press

Travelers:

HARRY F. KEISER (New England).
W. N. EDWARDS (East).
W. C. PRICE (Middle West and South).
J. J. RITT (Michigan).
E. R. HENDRIX (Chicago and North West).

Henry Altemus Co.

Travelers:

A. M. MACMILLAN (Pacific Coast and principal cities of West and East).
B. F. KLINE (Southern States, Penna., and N. J.).

American News Company, Inc.

Travelers:

MILTON G. LANPHEAR (New York City and Brooklyn, large accounts).
ALBERT I. SCHWARTZ (New York City, Brooklyn and Richmond).
CLARENCE METZ (Brooklyn and Queens).
RAYMOND B. MCGOVERN (Bronx and Westchester).
A. W. MCCONKEY (New Jersey).
ROBERT F. BURNS (Long Island and Connecticut).

D. Appleton & Co.

Travelers:

G. E. CURRAN.
EMIL HEIKEL.
R. A. MACDONALD.
E. C. ATHERTON.
J. L. HAGAN.
LEON WELKER.
J. T. WITSIL.
F. A. CLINCH.
RYERSON PRESS (Canadian Agent for Trade Publications).

The Baker & Taylor Co.

Travelers:

THOMAS J. DORAN.
W. H. GOODE.
HARRY HASS.
WILLIAM S. MCKEACHIE.
RICHARD MENDEL.
GEORGE F. RITTENHOUSE.

Barse & Co.

Travelers:

WM. HALDANE (Large Cities, New England, Texas, New Orleans, Atlanta).

WM. J. BARSE (Philadelphia, New York City, Pacific Coast).

S. S. DIAMOND (New York City, New York State, New Jersey, Ohio, Pennsylvania, West Virginia).



DONALD P. HARPER

Representing The Bobbs-Merrill Company

One of the most recent additions to the Bobbs-Merrill selling staff is Donald P. Harper. Previously he served in the house of Brentano's for nearly five years, specializing in mail order and catalogue work.

W. C. WADSWORTH (South).

HORACE H. BARSE (New York City).

Bobbs-Merrill Co.

Travelers:

HOBART T. ALSON (New York, Boston, Philadelphia).
DON P. HARPER (Larger Cities, Middle West).
R. G. BAKER (Cleveland, Pittsburg, Rochester, Buffalo, Springfield, Washington, Baltimore, Trenton, Wilmington and New York City).
R. G. MAY (South and Atlantic States).

Albert & Charles Boni*Travelers:*

PERCY A. LORING, Sales Manager (Philadelphia, Boston, Cleveland, Detroit, Chicago, Pittsburgh and the larger accounts in New York City).

STRATTFORD RIGGS (New York City.)

KENNETH MEEKER (larger cities in the Middle West).

JOHN FRENYEAR (New England and part of the Middle West).

MELRICH V. ROSENBERG (Southern States).

WALLACE WACHOB (Pacific Coast).

HENRY HORWOOD (Europe).

IRWIN AND GORDON (Canada).

Brentano's*Travelers:*

DESMOND FITZGERALD (West, Pacific Coast).

VIRGIL STEED (South).

SOUTHARD BROWN (East and Middle West).

MRS. C. GSOVSKI (New York City).

**Brewer and Warren, Inc.
formerly Payson & Clarke, Ltd.***Travelers:*

JOHN R. McCANN (Sales Manager, Larger Eastern and Mid-Western Accounts).

RAY J. WHITEHEAD (New England, upper New York and Pennsylvania).

F. J. RUSSEY (Southern Territory).

CARL K. WILSON (Pacific Coast).

HENRY M. SNYDER (Orient).

H. A. HORWOOD (Europe).

GEORGE J. McLEOD Ltd. (Canada).

A. L. Burt Company*Travelers:*

E. F. BURT (New York City, Brooklyn and Newark).

JOHN M. BURT (New York City, Brooklyn and Long Island).

EDGAR W. PORTER (Chicago, Pittsburgh and large cities in the Middle West).

HARRY A. SMITH (Pacific Coast).

JOHN C. VOSE (New England, Philadelphia, Baltimore and Washington).

CLARENCE E. JORDAN (West and North West except Pacific Coast).

WILLIAM P. HALL (Pennsylvania).

R. U. CARRUTHERS (South West).

JOHN R. HATFIELD (Ohio, Indiana, Illinois and West Virginia).

F. T. J. NUNAN (Territory covered by

New York Central and Lake Shore Railroads and Upper Michigan).

M. L. ARNALL (South).

HENRY K. YOUNG (New Jersey and Northern New York other than the towns on the New York Central Railroad).

GEORGE J. McLEOD, LTD. (Canadian Agents).

HARRY BAUER (New York City and Boston).

E. A. KERRY (New York City, Bronx and Westchester Counties).

HARRY O. BURT (New York City).

J. P. GEISSLER (Chicago).

Jonathan Cape & Harrison Smith, Inc.*Travelers:*

JOSEPH A. DUFFY, JR. (Sales Manager).

JOSEPH CLARK.

DAVID DUNLAP.

VIRGIL STEED.

BRETT STOKES.

The Century Co.*Travelers:*

JOHN F. WINTERS (Sales Manager).

RAYMOND P. POGGENBOURG (Larger cities in East and Middle West; New York City).

HUGH S. ELLIOT (Denver to Pacific Coast).

GEORGE J. McLEOD, LTD. (Canada).

Chelsea House*Travelers:*

CLIFTON D. BROWN (New England States).

A. E. FROST (New York State and New Jersey).

GEO. H. BATES (Pennsylvania, Ohio, Michigan).

WALTER L. ESTES (Illinois, Wisconsin, Minnesota).

J. S. WHITHAM (Iowa, Nebraska, Missouri).

J. G. WILSON (Northwestern States).

ROBERT MARSHALL (Southwestern States).

M. J. HANCHETTE (Southern States).

CARL B. NEWBERRY (Chicago territory).

E. W. VAN WAGENEN (Special Representative).

A. WHELPLEY (Missouri, Kansas, Colorado).

THOS. R. BEST (Pacific Coast States).

JOHN A. CHARLTON (Sales Manager, N. Y.).

Edward J. Clode

Travelers:

MICHAEL S. MILL (New York City, Philadelphia, Boston and New England).

PERCY A. LORING (Principal Mid-Western Cities).

E. K. BAKER (West Coast).

KENNETH H. MEEKER (East and Mid-West).

Cokesbury Press

Travelers:

JOSEPH V. PILKINGTON (Religious Book Trade).

WALLACE PATTON (South and South West).

Wm. Collins Sons & Co., Ltd.

Travelers:

D. CAMPBELL (New York City, Boston, Philadelphia, Baltimore).

A. E. FRAHM (South, New England).

GEO. SULLY (Principal Cities as far West as Kansas City, and North to Minneapolis).

FRANK G. WHITE (Pacific Coast and Middle West).

Columbia University Press

Traveler:

DONALD PORTER GEDDES (Sales Manager).

Congregational Publishing Society

Travelers:

WILBUR HUGH DAVIES (Principal cities East, Middle West, South and Canada).

FOREST C. FINLEY (Chicago and the West).

Cosmopolitan Book Corporation

Travelers:

W. P. GUOBEAUD.

VIRGIL S. STEED.

COPP CLARK CO., LTD., Toronto (Canadian agents).

H. C. KINSEY.

JAMES V. MALLOY.

HARRY M. SNYDER (The Orient).

C. W. WALLACE.

Covici, Friede, Inc.

Travelers:

PASCAL COVICI (Boston).

JOSEPH A. MARGOLIES (New York City, Philadelphia, Middle West).

ROBERT RAU (New England, New York State, New Jersey, Pennsylvania, Baltimore, Washington).

CARL J. SMALLEY (Pacific Coast States).



GEORGE HALLBERG

Representing Coward-McCann, Inc.

George covers effectively an important territory for his house and will be successful indeed if he takes, as an example, the selling experience of his boss, James A. McCann.

N. R. WREDEN (South).

HENRY M. SNYDER (Orient).

Coward-McCann & Co.

Travelers:

JOSEPH V. CARROLL (Sales Manager, New York, New England, Baltimore, Washington).

GEORGE C. HALLBERG (Chicago and Middle West).

LESLIE MCLEAN (New York, New Jersey, Pennsylvania, Ohio).

JESSE M. CARMACK (East).

MELRIC V. ROSENBERG (South and Southwest).

WILLIAM HOBSON (Pacific Coast).

HENRY M. SNYDER and LEON ARCHER (Orient).

HENRY A. HORWOOD (Continental Europe).

The Thomas Y. Crowell Co.

Travelers:

GEORGE R. HOBBS (New York City, Philadelphia, Washington, Baltimore, Chicago, Buffalo, Rochester, Detroit, and Pacific Coast).

ERNEST J. BUNCE (Boston, Mass., Pennsylvania, Middle States, St. Paul, Minneapolis, and the South).

JOHN R. SCHMUNK (New England, New York State, North Central, and Western States).

ARCH H. NEWMAN, JR. (Toronto, Montreal, and balance of Canada).

Cupples & Leon Company

Travelers:

H. M. CALDWELL (Pacific Coast).

M. F. GALLON (Large Cities and New England).

WALTER T. LEON (New York City).

A. E. FELLER (New York City).

C. Z. HELLER (Middle West).

H. PHILLIPS (South).

C. W. WALLACE (Middle West, Pa., New York State & New England).

M. CARPENTER (Pacific Coast).

H. M. SNYDER (The Orient).

The John Day Company

Travelers:

KENNETH H. MEEKER (New York, Middle West).

WALLACE WACHOB (Pacific Coast and Southwest).

N. R. WREDEN (Southwest).

A. T. De La Mare Company, Inc.
438-448 W. 37th St., New York

Traveler:

LOLA ESLEER DUMSER (East, South and Middle West).

Dodd, Mead & Company, Inc.

Travelers:

HOWARD C. LEWIS (Sales Manager).

J. RUSSELL LEWIS (Chicago, Boston, Philadelphia and New York).

RAYMOND T. BOND (New England).

CLEMENT F. BENOIT (Pacific Coast)

NEVIN J. STEVENSON (South).

EDWARD D. BERGEN (Mid-West).

CURTIS H. BROWNLOW (New England, New York, Pennsylvania and Mid-West).

EDWARD H. DODD, JR. (New York City).

HARRY M. SNYDER (The Orient).

H. A. HARWOOD (Europe—with the exception of England).

Dodge Publishing Company

Travelers:

GEORGE W. JONES, JR. (Salesmanager).

SUMNER H. BRITTEN (Chicago, large middle western cities).

LOUIS SOLOMON (Middle West).

JOHN T. HOTCHKISS (Pacific Coast).



CURTIS H. BROWNLOW

Representing Dodd, Mead and Company

Curtis H. had excellent training in selling typewriters before he entered the book field. He is a sport medalist of record in diving and swimming, and has a play coming along. Thus equipped, his success as a salesman seems inevitable.

MELRICH V. ROSENBERG (South).

HENRY M. SNYDER (Orient).

GEORGE J. MCLEOD, LTD. (Canada).

M. A. Donohue & Co.

Travelers:

E. F. BOEDEKER (Middle West, South).

WM. J. BYRNES (Eastern Territory).

L. M. LEVY (New York City, Eastern States).

MACLEAN and SMITHERS (Canada).

CARL K. WILSON (Pacific Coast).

Dorrance & Co., Inc.

Travelers:

C. F. BENOIT (Pacific Coast).

W. H. DORRANCE (Sales Manager, East).

J. R. HOUSTON (Middle West and Southwest).

IRWIN & GORDON, LTD. (Canada).

Doubleday, Doran & Company

Travelers:

G. V. SEIFFERT (New York, Boston and Philadelphia).

E. H. ZIEGLER (Rochester, Buffalo, Cleveland, Detroit and Chicago).

W. A. BRITTON (Pacific Coast).



FRANKLIN M. WATTS
Buyer at The Geo. Innes Co., Wichita, Kansas
 Before taking his present post three years ago, Franklin Watts was a co-organizer and partner of the Book Nook at Lawrence, Kansas, which started in 1925. Have you read his article in the *Publishers' Weekly* of January 4th?

W. T. HOPKINS (New England and New York State).

JOHN A. BELL (Larger Middle West).

G. A. HECHT (Smaller Middle West and New York).

F. GUNDY (New York City).

C. H. MOLLOY (South).

Duffield & Co.

Travelers:

RIDGELY HUNT (Sales manager and local territory).

FRANCIS J. SLOANE (Central West).

WALLACE WACHOB (Pacific Coast).

VIRGIL STEED (South).

E. P. Dutton & Co., Inc.

Travelers:

CHARLES G. GIFFIN (New York City, Boston, Philadelphia).

PERCY A. BEACH (New York City, Boston, Philadelphia).

ALBERT P. MITCHELL (New York City, Boston, Philadelphia).

EARL WRAY PETTYS (New England, New York, Pennsylvania, Middle West).

JAMES F. HEIDELBERGER (New York City, New Jersey, Connecticut).

CARL SMALLEY (West Coast).

ARCH H. NEWMANN (Canada).

JOHN D. MCGREW (Educational and Library Books).

Farrar & Rinehart, Inc.

Travelers:

STANLEY M. RINEHART, JR. (New York, Boston, Philadelphia, Middle West).

DAVID BRAMBLE (Pacific Coast).

HARRY MORSE (New England).

MELRICH V. ROSENBERG (South).

Funk & Wagnalls Company

Travelers:

A. M. FLETCHER (Greater New York).

DAVID J. O'CONNELL (New York City and Middle Western Cities).

Sam'l Gabriel Sons & Co.

Travelers:

J. SIDNEY ADAMS (New England).

T. K. BAGSTER (Australasia).

HAROLD A. CLARK (Greater New York, New York State and New Jersey).

CHARLES A. CONRATH (New York and Pennsylvania).

B. A. GABRIEL (Middle West and Canada).

MICHAEL LYONS (Middle West and Pacific Coast).

HENRY M. SNYDER (Hawaii and the Orient).

HAROLD A. PHILLIPS (South).

MABEL CARPENTER (Pacific Coast).

CHAS. Z. HELLER (Middle West).

C. W. WALLACE (Middle West).

Garden City Publishing Company, Inc.

Travelers:

LEWIS MILLER (Sales Manager).

GERARD A. BURKE (Philadelphia and New England).

SAMUEL L. DORSEY (Middle West—office in Chicago).

FLOYD H. NOURSE (Pacific Coast).

JOSEPH GOODWIN (Middle West).

JAMES A. BELL (New York City).

B. T. UREN (New York City).

CHARLES M. ALDRICH (New York City).

HENRY E. LOIZEAUX (South).

W. M. CURRER (N. Y. State & Penn.).

ROBERT RUNYAN (Texas & Middle West).

HENRY M. SNYDER (Orient).

H. A. HORWOOD (Europe).

Charles E. Graham & Co.

Travelers:

ALAN H. GRAHAM (New York and Pennsylvania).

C. E. GRAHAM (Canada).
 HARRY W. SULLY (Large Eastern cities
 and Middle West).
 WILLIAM J. SCHWARTZ (South, Pacific
 Coast and Western States).
 NORMAN SULLY (New York Office).

Greenberg, Publisher, Inc.

Travelers:

ROBERT SIMON (New York, New Eng-
 land and Middle West).
 JOHN T. HOTCHKISS (Pacific Coast).
 W. C. WADSWORTH (South).
 IRWIN & GORDON (Canada).

Hale, Cushman & Flint

Travelers:

RICHARD E. MATTHEWS (New England).
 ARTHUR E. WETHERBEE (New York and
 Middle Atlantic States).
 ROBERT A. SHIRLEY (South).
 CLARENCE A. CHUTE (Middle West).
 MABEL CARPENTER (West).

C. S. Hammond & Co.

Travelers:

GEORGE M. DAVIS (East and Middle
 West).
 ROBERT S. HAMMOND (Special).
 JOHN STRAND (South and Pacific Coast).
 EATON S. ROSSELL (New England, New
 York).

Harcourt, Brace & Co.

Travelers:

GEORGE W. AMIS (Boston, Philadelphia
 and larger cities Middle West and
 East).
 THEODORE FREDENBURGH (Pacific
 Coast).
 LLOYD S. PASSAGE (South and Metro-
 politan District).
 RAYMOND J. HEALY (Second cities Mid-
 dle West and East).
 HASTINGS HARCOURT (New York City).
 GEORGE J. MCLEOD, LTD. (Canada).
 H. M. SNYDER (Far East).
 LEON B. ARCHER (Far East).
 HENRY A. HORWOOD (Continental
 Europe).
 AUGUST H. GEHRS (Sales Director).

Harper & Brothers

Travelers:

A. W. BURGER (Sales Manager).
 P. H. EARLY (Chicago, Detroit, Cleve-
 land, Philadelphia).
 J. D. BLAKE (Pacific Coast and all cities
 west of Denver).
 J. W. BIGELOW (Baltimore, Washington,

Pittsburgh, Cincinnati, Minneapolis, St.
 Paul).

W. H. ROSE, JR. (Large cities in New
 England, South including Texas).

GEORGE R. LEIGHTON (Smaller cities of
 Middle West).

CHARLES E. BARTLETT (Smaller cities in
 New England, New York, and Pennsyl-
 vania).

E. R. BUELL and E. M. DELAFIELD, JR.
 (New York City).

EUGENE EXMAN (Head of Religious Book
 Department).

A. J. LAWLER (Religious Book Depart-
 ment).

H. M. SNYDER (Orient).

Harvard University Press

Travelers:

DAVID T. POTTINGER.
 WILLIAM WARREN SMITH, JR.

Rae D. Henkle Co.

Travelers:

FRANKLIN W. KIMMEY (Sales Manager,
 Metropolitan territory).
 M. E. TEETER (East, outside New York,
 and larger cities of Central States).
 FLOYD H. NOURSE (Pacific Coast).
 W. A. WADSWORTH (South and South-
 west).
 THOMAS ALLEN (Canada).
 H. A. HORWOOD (Continental Europe).

Norman W. Henley Publishing Co.

Travelers:

CARL K. WILSON (Coast and West).
 LOUIS LANDAU (East).

A. J. Holman Company

Travelers:

A. J. HILT.
 E. W. LUCKMAN.
 A. L. MORSE.
 JAMES R. HOUSTON.
 WALTER BECKMAN.

Henry Holt & Co.

Travelers:

DESMOND FITZGERALD (Pacific Coast).
 JAMES M. TERRELL (Middle West).
 STANLEY WALKER (New York, Boston
 and Mid-West).
 GILBERT LOVELAND (Religious Books).

Houghton Mifflin Company

Travelers:

FRANK BRUCE (New York City and Phil-
 adelphia).
 CLIFTON BRUCE (New York City).

GEORGE H. GEER (Larger cities Middle West).
 HARRISON LEUSSLER (Pacific Coast).
 HENRY O. HOUGHTON (New England).
 HARDWICK MOSELEY (East and Middle West).
 THOMAS A. SALMON (South).
 HERBERT RAYMOND (East and Middle West).
 THOMAS ALLEN (Canada).
 HENRY M. SNYDER (Orient).



FRANK J. LOWE
 Representing Maurice Inman, Inc.

The house of Inman are wholesalers of books in fine bindings, private press books, sporting prints, et cetera, sold only to the trade. Frank has done his share in building business for this attractive offering.

Maurice Inman, Inc.

Travelers:

S. H. VOSS (Pacific Coast).
 FRANK J. LOWE (Eastern and Atlantic States, Middle West, New York City).
 MAURICE INMAN (Large cities and Middle West).
 N. LADDEN (New York City).

The Judson Press

Travelers:

JOHN W. BERSCH (East, South and Middle West).
 WILEY J. SMITH (Southwest).
 THOS. J. STRATTON (Manager of Sales).

P. J. Kenedy & Sons

Traveler:

JOHN J. COAKLEY.

Alfred H. King, Inc.

Travelers:

MICHAEL S. MILL (Philadelphia, Boston and New England).
 C. F. BENOIT (Denver to the Pacific Coast).
 WILLIAM GUYER (New York City).

Alfred A. Knopf

Travelers:

JOHN J. MULLEN Sales Manager (larger cities of the East and Middle West, New York City and the Metropolitan District, Assistant in the Metropolitan District, Middle West and Western New York).
 JOSEPH B. STEERS (Denver and west to the Pacific Coast).
 JAY STERNBERG (New England and the South).
 HENRY M. SNYDER (The Orient).
 HOWARD W. COOK (New York City and Metropolitan District).
 JOHN CALLAN (Assistant in Metropolitan District).
 CHRISTIAN E. RONNE (Middle West and Western New York).

Laidlaw Brothers, Trade Book Department
 (Successors to Laird & Lee, Inc.)

Travelers:

MRS. ANNA MCAULIFF (Chicago).
 HARRY T. HARPER (East and Middle West).
 R. K. BRADY (South).
 A. J. ZERBE (Pacific Coast).

J. B. Lippincott Company

Travelers:

HAROLD F. GARTLEY (New York Central, New England and the South).
 WILLIAM C. ROBINSON (The Middle West, Texas and the Pacific Coast).
 WILLIAM P. YOUNG (Pennsylvania, New Jersey and New York).
 THE COPP CLARK CO., LTD. (Canada).
 HERBERT M. GASKILL (Sales Manager).

Little, Brown and Company

Travelers:

ALBERT W. STEVENS (Sales Manager) (Canada).
 JOSEPH F. GREENE (New York City).
 FRANK JONES (New York Central from Cleveland on, Northwest, Omaha, Kan-



OLIVER H. DURRELL

Representing Little, Brown & Company

Oliver Durrell started work in the publishing field in the Wholesale Department of Little, Brown and Company during the year 1927. Unfailing courtesy and appreciation of literature have won many friends for him in the trade.

sas City, St. Louis, Indianapolis, Cincinnati).

CLAYTON C. ADAMS (South and Southwest, Iowa, Middle West from Youngstown, including Dayton, Columbus, Louisville, Michigan *except* Detroit).

ARTHUR F. JOHNSON (Pacific Coast from Denver West).

ARTHUR H. THORNHILL (Boston, Springfield, Philadelphia, Baltimore, Washington, Rochester, Buffalo, Pittsburgh).

PAUL C. LOIZEAUX (New York City, New Jersey, Pennsylvania, shore towns in Connecticut, to New Haven).

OLIVER H. DURRELL (Albany, Syracuse, Utica, New York State, New England except Boston, Springfield and New Haven).

Horace Liveright

Travelers:

JULIAN MESSNER (New York).

MANUEL SIWEK (New York, Washington, Baltimore, New England).

JAMES T. COLLINS (New York, Philadelphia, Boston).

JAMES L. CROWDER (Chicago and the Middle West).

DESMOND FITZGERALD (Far West).

MELRICH V. ROSENBERG (South).

HENRY SNYDER (The Orient).

W. B. CHAMPLIN (The Orient).

M. J. McLEAN (Canada).

GEORGE SMITHERS (Canada).

Longmans, Green & Co.

Travelers:

THEODORE F. PIKE (Canada).

ROBERT T. DRAKE.

DEWITT CLINTON PETERS.



DEWITT PETERS

Representing Longmans, Green and Co.

Starting in the Manufacturing Department of his firm four years ago, DeWitt Peters graduated two years ago into the fascinating field of selling the tempting product of one of the most famous firms in the history of book publishing.

CARL K. WILSON.

RAYE BIDWELL.

J. RAY PECK (Sales Manager).

Lothrop, Lee & Shepard Co.

Travelers:

EDWARD W. JERVIS (St. Louis, Pacific Coast and South).

RICHARD F. TILLEY (Eastern cities and Chicago).

The Macaulay Company

Travelers:

JOHN T. HOTCHKISS (West of Denver).
N. R. WREDEN (Southern).
E. I. FURMAN (Pittsburgh, Cleveland,
Detroit and Chicago).
RALPH LULL (New England States).
JOHN HERRMAN (Pennsylvania and Mid-
dle West).
A. L. FURMAN (New York City).

Robert M. McBride & Company

Travelers:

GEORGE W. JONES, JR. (Salesmanager).
SUMNER H. BRITTEN (Chicago and large
Middle Western cities and New York
State).
LOUIS SOLOMON (Middle West).
WALLACE WACHOB (Pacific Coast).
MELRIC V. ROSENBERG (South).
HENRY M. SNYDER (Orient).
GEORGE J. MCLEOD, LTD. (Canada).

A. C. McClurg & Co.

Travelers:

R. A. McNALLY (California and West-
ern cities).
A. WESSELS (Eastern territory).

David McKay Co.

Travelers:

ALEXANDER MCKAY (New York, Phila-
delphia, Boston).
JAMES S. MCKAY (Pacific Coast and the
large cities of the Middle West and
New England).
F. F. MATTISON (Baltimore, Washington,
and small cities of the Middle West and
New England).

Walter V. McKee, Inc.

Travelers:

WALTER V. MCKEE (New York, larger
cities of the Middle West and the
Pacific Coast).
E. R. GRAY (New York City and vicin-
ity and New England).
MELRIC V. ROSENBERG (Southern
States).
H. M. SNYDER (The Orient).

McLoughlin Bros., Inc.

Travelers:

GEORGE M. FOX (Pacific Coast).
WM. D. HIMSEL (New York office).
W. E. WENTZEL (Western Central
States).
C. H. PERKINS (Metropolitan New
York).
DAVID M. PROCTER (Middle West).



NATHAN A. SCHINDLINGER

Buyer, Penn Traffic Co., Johnstown, Pa.

Friend Nathan has had considerable department
store experience both before the war, in which he
served for nearly two years, and after. In the
P. T. Co. he is known as the "moving man" as
he believes in frequently shifting seasonable mer-
chandise to the front to tempt his buying public.

WM. R. WALKER (Canada and Southern
States).

HERBERT WOODWARD (North Eastern
States).

The Macmillan Company

Travelers:

EASTERN TERRITORY (NEW YORK)

R. I. GARTON (Sales Manager).
WILLIAM P. ALBRECHT (Special Sales).
O. M. BAKER (New York City and
vicinity).
C. K. BARTON (New York City).
NORMAN BERG (New York City and
vicinity).
THOS. CUTHBERTSON (New York City).
G. F. HAWKINS, JR. (Special).
SILAS K. PEAVY (New York State, Penn-
sylvania, Washington, D. C., Virginia,
West Virginia).

NEW ENGLAND TERRITORY (BOSTON)

CECIL A. SCOTT (Sales Manager).
ALMA H. SAVAGE (Sales Promotion).

MID-WESTERN TERRITORY (CHICAGO)

CHAS. J. TRENKLE (Sales Manager).



SILAS K. PEAVY

Representing The Macmillan Co.

Silas K. has been with the Macmillan Company for a number of years. He served in the Stock Department where he gained a thorough knowledge of the line, thus serving him in good stead when in 1926, he was transferred to the Sales Department. He now covers the big accounts in the New York territory outside of the city.

K. B. RICHARDS (Large towns, Michigan, Ohio, Indiana, Kentucky).

H. H. BRYANT (Small towns, Iowa, Illinois, Michigan, Wisconsin, Missouri).

JOHN G. HAMER (Large towns, Illinois, Wisconsin, Kansas, Nebraska, Iowa, Missouri, Minnesota, South Dakota, Colorado).

VICTOR WIKSTRAND (Small towns, Indiana, Ohio, Michigan).

WESTERN TERRITORY (SAN FRANCISCO)

LOUIS FREEDMAN (Sales Manager).

OPAL STANGLAND (Sales Promotion).

RONALD SMITH (Small towns).

SOUTHERN TERRITORY (ATLANTA)

JAMES H. DURGIN (Sales Manager).

LOIS D. COLE (Sales Promotion).

SOUTHWESTERN TERRITORY (DALLAS)

JACK PHILLIPS (Sales Manager).

Macrae Smith Company

Travelers:

D. L. MACRAE (Principal cities, East and Middle West).

DAVE BUIST (South, Middle West, New England).

ELLIS K. BAKER (Pacific Coast).

Lincoln MacVeagh, The Dial Press

Travelers:

E. J. VASS (East and Middle West).

H. B. DUNLAP (Middle West and New England).

WALLACE WACHOB (Western Territory).

N. R. WREDEN (South).

H. A. HORWOOD (Europe).

LONGMANS, GREEN & Co. (Canadian Agents).

G. & C. Merriam Company

Travelers:

I. C. BAKER.

W. J. CLARK.

I. E. McLAREN.

R. C. MUNROE.

The Midwest Company

Travelers:

W. S. SIEGEL (Pacific Coast).

EDWARD F. ALLEN (Middle West).

Milton Bradley Company

Travelers:

NEW ENGLAND

FREDERICK SPAULDING.

CHARLES JORDON.

W. R. BUKER.

PHILLIP JAMES.

CHARLES PAIGE.

NEW YORK AND NEW JERSEY

W. L. MARTIN.

FREDERICK FISCHER.

WM. McINNIS.

FRED IMHOFF.

MIDDLE ATLANTIC STATES

WM. W. CONNER.

FRANK AUSTIN.

GEO. BRADY.

WILTON CONNER.

W. A. DOWNING.

M. H. JOHNSTON.

GEO. F. DUNN.

C. W. MELVIN.

FLOYD ALBERT (South).

A. B. HOOVER (Central West).

HARRY NOTT (North Central).

L. VAN NOSTRAND (West).

CARL JOHNSON (West).

FRANCIS J. SEEPER (West).

HARRY H. HALE (West).

Minton, Balch & Company

Travelers:

HUGH S. ELLIOTT (Pacific Coast).

HENRY M. SNYDER (Orient).
 F. H. HETTINGER (New York, Middle
 West and New England).
 ROBERT C. PARKER (New York, South,
 part of East and Middle West).
 ALFRED J. WHITE.
 MELVILLE MINTON.

Modern Library, Inc.

Travelers:

BENNETT A. CERF (New York and the
 East).
 JAMES L. CROWDER (Chicago and Middle
 West).
 FLOYD NOURSE (The West).
 HENRY A. HORWOOD (European Agent).
 DONALD S. KLOPFER (Large cities in
 East).
 MELRICH ROSENBERG (The South).
 MACMILLAN Co. (Canada).
 HENRY M. SNYDER (The Orient).
 HAROLD M. WOLFON (South America).

William Morrow and Company

Travelers:

WILLIAM B. CORRIGAN, Sales Manager
 (Principal cities).
 C. F. BENOIT (Pacific Coast).
 HENRY M. SNYDER (Far East).
 DONALD McL. STEVENSON (New Eng-
 land and Middle Atlantic States).
 VIRGIL STEED (South and Middle West).

John Murphy Company

Travelers:

JAMES R. HOUSTON (Pacific Coast and
 Middle West).
 FRANK HAAS (East and parts of the
 West).

National Publishing Co.

Travelers:

HARRY V. MEYER (New England,
 Middle Atlantic and Middle West).
 C. S. REID (South).
 E. C. L. NYE (West Coast).
 W. M. THOMAS (Sales Manager).
 JOHN W. CLINGER (Bible Promotion
 Manager).

Thomas Nelson & Sons

Travelers:

GEORGE F. BACHMANN (Middle West).
 HERBERT C. CUNNINGHAM (Local).
 WILLIARD T. DICKERSON, JR. (New Eng-
 land and South).
 W. R. KOHR (Educational books).
 THOMAS F. KYLE (New York City, Bal-
 timore, Washington and Pennsylvania).
 THOMAS MACLAREN (Pacific Coast and
 Southwest).



DONALD McL. STEVENSON

Representing William Morrow & Co.

Donald Stevenson graduated from Dartmouth
 in 1924. For four years thereafter we under-
 stand he sold everything from steel wire to
 Easter eggs. Eighteen months ago, having dis-
 covered books, he has been selling them success-
 fully for the Morrow firm.

GEORGE B. METZGER (Juvenile and Mis-
 cellaneous books).
 HARRY W. TIETZ (Middle West).
 EDWARD D. LYMAN (Educational Books).
 LESLIE G. MAYER (Educational Books).

W. W. Norton & Company, Inc.

Travelers:

STORER B. LUNT (Boston, Philadelphia
 and principal cities of the Middle
 West).
 WALLACE WACHOB (Pacific Coast).
 N. R. WREDEN (South cities).
 KENNETH H. MEEKER (Large cities of
 Middle West).
 JOHN T. FRENYEAR (Small cities of
 Middle West).
 COPELIN R. DAY (New York City).
 GEORGE J. MCLEOD, LTD. (Canada).
 H. A. HORWOOD (Europe).
 HENRY M. SNYDER (Far East).

Oxford University Press

Travelers:

C. C. SCHEPMOES (Boston, Mass.).
 F. BAYER (Chicago and near Middle
 West).

- A. A. ULRICH (Near Middle West and New York).
 ALLEN TROXELL (The South).
 W. G. GORDON (Pacific Coast and New England).
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Travelers:

- MAE V. LeBERT (Philadelphia and New York City).
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 A. P. ROCHE (Texas and adjoining states).
 S. H. VOSS (Pacific Coast east to Denver).
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The Penn Publishing Company

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- FRED KRAUSS (West and larger cities in South and Middle West).
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 THE COPP CLARK CO., LTD. (Agents for Canada).

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The Platt & Munk Co., Inc.

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Travelers:

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Princeton University Press

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Rand McNally & Company

Travelers:

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 HARRY M. LAMB (Michigan, Ohio, Indiana and Chicago).
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 SAMUEL H. DARST (Large cities of the Central West).
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 STERLING GALT, JR.
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 P. J. FARRELLY (Central West and the
 South, west of the Mississippi River).
 FLOYD H. NOURSE (Pacific Coast east to
 Denver).
 GEORGE J. McLEOD, LTD. (Dominion of
 Canada).
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Travelers:

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 M. V. ROSENBERG (South).
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 Cleveland).

Richard R. Smith, Inc.

Travelers:

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 EDWARD G. LARSON.
 HENRY M. SNYDER and LEON B. ARCHER
 (Far East).
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Stoll & Edwards, Co. Inc.

Travelers:

JOHN COYLE (Chicago and West to Coast,
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 W. M. EDWARDS (East).
 H. S. STOLL (South).

Stratford Company

Travelers:

J. S. KIRSCHEN (New England).
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JOHN C. HILL (West Coast).

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George Sully & Company, Inc.

Travelers:

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 West, Central States and New Eng-
 land).
 ALBERT E. SULLY (Southern States).
 GEORGE LEONARD SULLY (New York
 City).
 GEORGE SULLY (Principal cities, East and
 Middle West).

Syndicate Trading Co.

Travelers:

FRANK L. MAGEL.
 WILLIAM C. SCHWAB.
 R. A. FRASER.
 WILLIAM MCGEE.

The University of Chicago Press

Travelers:

DONALD P. BEAN.
 ROLLIN D. HEMENS.
 G. C. CRIPPEN.
 A. DONALD BATE.

WILLIAM FITZER.
STANLEY CROONQUIST.

University of North Carolina Press
Travelers:
W. T. COUCH.

University of Pennsylvania Press
Travelers:
PHELPS SOULE.

Vanguard Press (Macy-Masius)
Travelers:
PERCY ELIAS (New York City, New
England, Middle West).
JOHN HOTCHKISS (Pacific Coast).
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D. Van Nostrand Company
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C. A. BENOIT (Pacific Coast).

Viking Press
Travelers:
IRWIN & GORDON (Canada).
FREDERICK HOPE (New York City).

FLOYD H. NOURSE (West of Denver).
GEORGE S. OPPENHEIMER.
CORTLAND FITZSIMMONS (Middle West,
New England, Washington, Baltimore,
Wilmington, Philadelphia, New York
City).
NICHOLAS R. WREDEN (South).

The P. F. Volland Company
Travelers:
Home and Branch Offices: Home Office
and Factory (The P. F. Volland Com-
pany, Joliet, Ill.)
Boston Office (The P. F. Volland Com-
pany, 120 Tremont Street, Boston, Mass.)
E. E. RICE.
D. P. SEARLE.
New York Office (The P. F. Volland
Company, 706 Straus Bldg., 565 Fifth
Ave., New York City, N. Y.)
HOWARD L. COX.
Chicago Office (The P. F. Volland Com-
pany, Room 712 Garland Bldg., 58 E.
Washington Street, Chicago, Ill.)
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Canadian Representative, 184 Rhodes Ave.,
Toronto.
E. J. WAYLEN.

Frederick Warne & Co., Ltd.
Travelers:
DESMOND FITZGERALD (Pacific Coast
and Far West).
E. J. FLYNN (Chicago, Omaha, Middle
West and South).
ARTHUR L. TREBLE (New York, Boston,
Philadelphia and the East).

Ives Washburn, Inc.
Travelers:
IVES WASHBURN.
JOHN S. CLAPP (Large Cities of East and
Middle West).
RALPH M. MOULD (New York City and
South).
C. F. BENOIT (Pacific Coast).
M. J. MCLEAN (Canada).
GEORGE SMITHERS (Canada).
H. A. HORWOOD (Europe).

G. Howard Watt
Travelers:
G. HOWARD WATT.

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Travelers:
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WALTER PETTIBONE (Ohio, Michigan, Kentucky).

IRWIN & GORDON, LTD. (Toronto, Canada).

W. A. Wilde Company

Travelers:

R. W. KENDALL (East).

W. J. SANFORD (Middle West).

ALLAN H. WILDE (Boston, New York City and Philadelphia).

Willet, Clarke & Colby

Traveler:

JOHN HOPKINS & SON.

The John C. Winston Co.

Travelers:

JOHN R. FRASER (Sales Manager).

B. F. HITCHENS (Western Manager, Chicago and the Southwest).

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Buyer, Howland Dry Goods Co., Bridgeport, Conn.

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Traveler:

SALLIE SUMNER.

Yale University Press

Travelers:

N. V. DONALDSON.

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Adams, J. Sidney, *Sam'l Gabriel Sons & Co.*

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Aldrich Charles M., *Garden City Publishing Co., Inc.*

Allen, Edward F., *The Midwest Company.*

Amis, George W., *Harcourt, Brace & Co.*

Anderson, Philip M., *G. P. Putnam's Sons.*

Archer, Leon B., *Harcourt, Brace & Co., Frederick A. Stokes Company.*

Ash, H. Dickson, *The John C. Winston Co.*

Atherton, E. C., *D. Appleton & Co.*

Austin, Frank, *Milton Bradley Co.*

- Bachmann, George F., *Thomas Nelson & Sons.*
 Bagster, T. K., *Sam'l Gabriel Sons & Co.*
 Baker, Ellis K., *Edward J. Clode, Macrae Smith Co., Isaac Pitman & Sons.*
 Baker, I. C., *G. & C. Merriam Company.*
 Baker, O. M., *Macmillan Co.*
 Baker, R. G., *Bobbs-Merrill Co.*
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 Barton, C. K., *Macmillan Co.*
 Barse, Horace H., *Barse & Co.*
 Barse, Wm. J., *Barse & Co.*
 Bate, A. Donald, *The University of Chicago Press.*
 Bates, Geo. H., *Chelsea House.*
 Bauer, Harry, *A. L. Burt Co.*
 Bayer, E. F., *Oxford University Press.*
 Beach, Percy A., *E. P. Dutton & Co.*
 Bean, Donald P., *University of Chicago Press.*
 Beckman, Walter, *A. J. Holman Company.*
 Bell, James J., *The Garden City Publishing Co., Inc., Macaulay Co.*
 Bell, John A., *Doubleday, Doran & Co.*
 Benoit, Clement F., *Dodd, Mead & Co., Dorrance & Co., Alfred H. King, Inc., William Morrow & Co., Ives Washburn, D. Van Nostrand Co.*
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 Bergen, Edward S., *Dodd, Mead & Co.*
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 Best, Thos. R., *Chelsea House.*
 Bidwell, Raye, *Longmans, Green & Co.*
 Bigelow, J. W., *Harper & Brothers.*
 Bissell, W. T., *Harper & Brothers.*
 Blake, J. D., *Harper & Brothers.*
 Boedeker, E. F., *M. A. Donohue & Co.*
 Bond, Raymond T., *Dodd, Mead & Co.*
 Boni, Charles, Jr., *Albert & Charles Boni.*
 Brady, Geo., *Milton Bradley Co.*
 Brady, R. K., *Laidlaw Brothers.*
 Bramble, David, *Farrar & Rinehart, Inc.*
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 Britton, W. A., *Doubleday, Doran & Co.*
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 Brown, Southard, *Brentano's.*
 Brownlow, Curtis, *Dodd, Mead & Co.*
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 Bruce, Frank, *Houghton Mifflin Co.*
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 Buckalew, R. G., *The Saalfeld Publishing Co.*
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 Buist, David C., *Coward-McCann, Macrae Smith Company.*
 Buker, W. R., *Milton Bradley Co.*
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- Dorsey, Samuel L., *Garden City Publishing Co.*
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- Elias, Percy, *Vanguard Press, (Macy-Masius).*
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- Estes, Walter L., *Chelsea House.*
- Exman, Eugene, *Harper & Brothers.*
- Farrell, R. G., *Abingdon Press.*
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- Finley, Forest C., *Congregational Publishing Society.*
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- Garton, R. I., *Macmillan Co.*
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- Geissler, J. P., *A. L. Burt Co.*
- Giffin, Charles G., *E. P. Dutton & Co.*

- Gillmore, H. E., Jr., *Charles Scribner's Sons*.
- Goode, W. H., *The Baker & Taylor Co.*
- Goodwin, J. E., *Garden City Publishing Company, Inc., L. C. Page & Co.*
- Gordon, W. G., *Oxford University Press*.
- Goubeaud, W. P., *Cosmopolitan Book Corporation*.
- Graham, Alan H., *Charles E. Graham & Co.*
- Graham, C. E., *Charles E. Graham & Co.*
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- Gray, E. R., *Walter V. McKee, Inc.*
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- Hallam, Frederick W., *James Pott & Co.*
- Hallberg, George C., *Coward-McCann*.
- Hamer, John G., *Macmillan Co.*
- Hamming, Andrew, *Barse & Co.*
- Hammond, Robert S., *C. S. Hammond & Co.*
- Hanchette, M. J., *Chelsea House*.
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- Harper, Harry T., *Laidlaw Brothers*.
- Hart, Marshall, *L. C. Page & Co.*
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- Hass, Harry, *Baker & Taylor Co.*
- Hatfield, John R., *A. L. Burt Co.*
- Hawkins, G. F. Jr., *The Macmillan Co.*
- Healy, Raymond J., *Harcourt, Brace & Co.*
- Heany, Arthur G., *D. Van Nostrand Co.*
- Hecht, G. A., *Doubleday, Doran & Co.*
- Heidelberger, James F., *E. P. Dutton Co., Inc.*
- Heikel, Emil, *D. Appleton & Co.*
- Heller, C. Z., *Cupples & Leon Co., Sam'l Gabriel Sons & Co.*
- Hemens, Rollin D., *University of Chicago Press*.
- Hendrick, R. H., *Saalfeld Publishing Co.*
- Hendrix, E. R., *The Abington Press*.
- Herrmann, John, *The Macaulay Co.*
- Hettinger, F. H., *Minton, Balch & Co.*
- Hill, John C., *Albert Whitman & Co., Stratford Co.*
- Hill, John W., *Fleming H. Revell Co.*
- Hilt, A. J., *A. J. Holman Co.*
- Himsel, Wm. D., *McLoughlin Bros.*
- Hitchens, B. F., *John C. Winston Co.*
- Hobby, George R., *Thomas Y. Crowell Co.*
- Hobson, William F., *Coward-McCann, G. P. Putnam's Sons*.
- Hohns, Henry C., *Charles Scribner's Sons*.
- Hoover, A. B., *Milton Bradley Co.*
- Hoover, Clive E., *Albert Whitman & Co.*
- Hope, Frederick, *Viking Press*.
- Hopkins, John, and Son, *Rand McNally & Co., Willet, Clark & Colby*.
- Hopkins, W. T., *Doubleday, Doran & Co.*
- Horwood, H. A., *Coward-McCann, Albert & Charles Boni, Lincoln MacVeagh, the Dial Press, Dodd, Mead & Co., Garden City Publishing Co., Rae O. Henkle Co., Harcourt, Brace & Co., Modern Library, Brewer and Warren, Inc., W. W. Norton & Co., Frederick A. Stokes Co., Ives Washburn*.
- Hotchkiss, John T., *Dodge Publishing Co., Greenberg, Publisher, Macaulay Co., Saalfeld Publishing Co., Vaguard Press (Macy-Masius)*.
- Houghton, Henry O., *Houghton Mifflin Co.*
- Houston, J. R., *Dorrance & Co., A. J. Holman Co., John Murphy and Co.*
- Hovendon, M. Bruce, *J. H. Sears & Co.*
- Hoyt, Lawrence W., *Simon & Schuster*.
- Hunt, Ridgely, *Duffield & Co.*
- Imhoff, Fred, *Milton Bradley Co.*
- Inman, Maurice, *Maurice Inman*.
- James, Philip, *Milton Bradley Co.*
- Jervis, Edward W., *Lothrop, Lee & Shepard Co.*
- Johnston, Arthur H., *Little, Brown & Co.*
- Johnson, Carl, *Milton Bradley Co.*
- Johnson, Charles A., *Reilly & Lee Co.*
- Johnston, M. H., *Milton Bradley Co.*
- Jones, Frank, *Little Brown & Co.*
- Jones, George W., *Dodge Publishing Co., Robert M. McBride & Co.*
- Jones, Ira L., *Stratford Co.*
- Jordan, Charles, *Milton Bradley Co.*
- Jordan, Clarence E., *A. L. Burt Co.*
- Keiser, Harry F., *Abindgon Press*.
- Kendall, R. W., *W. A. Wilde Co.*

- Kimmey, Franklin W., *Rae D. Henkle Co.*
 Kinsey, H. C., *Cosmopolitan Book Corporation.*
 Kinzer, L. W., *James Pott & Co.*
 Kitchel, S. W., *G. P. Putnam's Sons.*
 Kline, B. F., *Henry Altemus Co.*
 Klopfer, Donald S., *Modern Library, Random House.*
 Knapp, Albert S., *Charles Scribner's Sons.*
 Kohr, Walter R. Jr., *Barse & Co., Thomas Nelson & Sons.*
 Kornbau, Rudolph G., *John C. Winston Co.*
 Krauss, Fred, *Penn Publishing Co.*
 Krishen, J. S., *Stratford Co.*
 Kyle, Thomas F., *Thomas Nelson & Sons.*
 Ladden, N., *Maurice Inman.*
 Lamb, Harry M., *Rand McNally & Co.*
 Landau, Louis, *Norman W. Henley Publishing Co.*
 Lamphear, Milton G., *American News Co.*
 Larson, Edward G., *Frederick A. Stokes Co.*
 Lawler, A. J., *Harper & Brothers.*
 Lea, George J., *Reilly & Lee Co.*
 Leighton, George R., *Harper & Brothers.*
 Leon, Walter T., *Cupples & Leon Co.*
 Leussler, Harrison, *Houghton Mifflin Co.*
 Levy, L. M., *M. A. Donohue & Co.*
 Lewis, Howard C., *Dodd, Mead & Co.*
 Lewis, J. Russell, *Dodd, Mead & Co.*
 Lewis, R. H., *Oxford University Press.*
 Lilja, Reuben H., *Rand McNally & Co.*
 Little, S. K., *Princeton University Press.*
 Loizeaux, Paul C., *Garden City Publishing Co., Inc., Little, Brown & Co.*
 Loring, Percy A., *Albert & Charles Boni, Edward J. Clode.*
 Loveland, Gilbert, *Henry Holt & Co.*
 Lowe, Frank J., *Maurice Inman.*
 Loweree, Samuel M., *J. H. Sears & Co.*
 Luckman, E. W., *A. J. Holman Co.*
 Lull, R., *Macaulay Co.*
 Lunt, Storer B., *W. W. Norton & Co., Inc.*
 Lyman, Edward D., *Thomas Nelson & Sons.*
 Lyons, Michael, *Sam'l Gabriel Sons & Co.*
 McAuliff, Mrs. Anna, *Laidlaw Brothers.*
 McCann, John R., *Brewer and Warren, Inc.*
 McClelland, Ward, *Charles Scribner's Sons.*
 McConkey, A. W., *American News Co.*
 MacDonald, R. A., *D. Appleton & Co.*
 McGee, William, *Syndicate Trading Co.*
 McGonagle, John F., *Albert Whitman Co.*
 McGovern, Raymond B., *American News Co.*
 McGrew, John D., *E. P. Dutton & Co.*
 McInnis, Wm., *Milton Bradley Co.*
 McKay, Alexander, *David McKay Co.*
 McKay, James S., *David McKay Co.*
 McKeachie, William S., *Baker & Taylor Co.*
 McKee, Walter V., *Walter V. McKee.*
 McLaren, I. E., *G. & C. Merriam Co.*
 MacLaren, Thomas, *Thomas Nelson & Sons.*
 McLean, Leslie, *Coward-McCann.*
 McLean, M. J., *Horace Liveright, Ives Washburn.*
 McLeod, George J., Ltd., *Brewer & Warren, Inc., A. L. Burt Co., Harcourt, Brace & Co.*
 Macmillan, A. M., *Henry Altemus Co.*
 Macrae, D. L., *Macrae Smith Co.*
 McNally, R. A., *A. C. McClurg & Co., Rand McNally & Co.*
 Magel, Frank L., *Syndicate Trading Co.*
 Mahony, Thomas F., *Frederick A. Stokes Co.*
 Malloy, James V., *Cosmopolitan Book Corporation.*
 Margolies, Joseph A., *Covici, Friede.*
 Marshall, Robert, *Chelsea House.*
 Martin, W. L., *Milton Bradley Co.*
 Matthews, Richard E., *Hale, Cushman & Flint.*
 Mattison, F. F., *David McKay Co.*
 May, R. G., *Bobbs-Merrill Co.*
 Mayer, Leslie G., *Thomas Nelson & Sons.*
 Meeker, Kenneth H., *Albert & Charles Boni, Edward J. Clode, John Day Co., W. W. Norton & Co.*
 Melvin, C. W., *Milton Bradley Company.*
 Mendel, Richard, *Baker & Taylor Co.*
 Messner, Julian, *Horace Liveright.*
 Metz, Clarence, *American News Co.*
 Metzger, George B., *Thomas Nelson & Sons.*
 Meyer, Julius, *John C. Winston Co.*
 Meyer, Harry V., *National Publishing Co.*
 Mezger, William L., *James Pott & Co.*

- Mill, Michael S., *Edward J. Clode, Alfred H. King, Inc., Albert Whitman & Co.*
 Miller, Burton A., *D. Van Nostrand Company.*
 Miller, Lewis, *Garden City Publishing Co.*
 Minton, Melville, *Minton, Balch & Co.*
 Mitchell, Albert, *E. P. Dutton & Co.*
 Molloy, C. H., *Doubleday, Doran & Co.*
 Morse, A. L., *A. J. Holman Co.*
 Morse, H. F., *Farrar & Rinehart, Inc.*
 Mortimer, F. D., *J. H. Sears & Co.*
 Mosley, Hardwick, *Houghton Mifflin.*
 Mould, Ralph M., *Ives Washburn, Inc.*
 Mullen, John J., *Alfred A. Knopf.*
 Munk, Alex., *Platt & Munk Co.*
 Munk, Arnold H., *Platt & Munk Co.*
 Munroe, R. C., *G. & C. Merriam Co.*
 Murphy, James, *Albert Whitman & Co.*
 Nerney, James L., *Frederick A. Stokes Co.*
 Newberry, Carl B., *Chelsea House.*
 Newman, Arch H. Jr., *Thomas Crowell Co.*
 Nott, Harry, *Milton Bradley Co.*
 Nourse, C. B., *Platt & Munk Co.*
 Nourse, Floyd H., *Garden City Publishing Co., Rae D. Henkle Co., Modern Library, J. H. Sears & Co., Viking Press.*
 Nunan, F. T. J., *A. L. Burt Co.*
 Nye, E. C. L., *National Publishing Co.*
 O'Connell, David J., *Funk & Wagnalls Co.*
 O'Kane, W. E., *John C. Winston Co.*
 Olsen, Hobart T., *Bobbs-Merrill Co.*
 Oppenheimer, George S., *Viking Press.*
 Paige, Charles, *Milton Bradley Co.*
 Passage, Lloyd S., *Harcourt Brace & Co.*
 Parker, Robert C., *Minton, Balch & Co.*
 Patton, Wallace, *Cokesbury Press.*
 Peavy, Silas K., *Macmillan Co.*
 Peck, J. Ray, *Longmans Green & Co.*
 Penney, C. B., *Abingdon Press.*
 Perkins, C. H., *McLoughlin Bros.*
 Peters, DeWitt Clinton, *Longmans Green & Co.*
 Pettibone, Walter, *Albert Whitman & Co.*
 Pettys, Earl Wray, *E. P. Dutton & Co., Inc.*
 Pflieger, Adam W., *Penn Pub. Co.*
 Phillips, H. A., *Cupples & Leon Co., Samuel Gabriel Sons & Co.*
 Phillips, Jack, *Macmillan Co.*
 Pike, Theodore F., *Longmans Green & Co.*
 Pilkington, Joseph V., *Cokesbury Press.*
 Poggenborg, Raymond P., *Century Co.*
 Pointing, A. D., *Isaac Pitman & Sons.*
 Porter, Edgar W., *A. L. Burt Co.*
 Pottinger, David T., *Harvard University Press.*
 Proctor, David M., *McLoughlin Bros.*
 Price, W. C., *The Abingdon Press.*
 Putney, C. L., *L. C. Page & Co.*
 Rau, Robert, *Covici, Friede.*
 Raymond, Herbert, *Houghton Mifflin Co.*
 Reid, C. S., *National Publishing Co.*
 Richards, K. B., *Macmillan Co.*
 Rice, E. E., *The P. F. Volland Co.*
 Rietz, John L., *Fleming H. Revell Co.*
 Riggs, Stratford, *A. & C. Boni.*
 Rinehart, Stanley M., Jr., *Farrar & Rinehart, Inc.*
 Ripperger, H. L., *Oxford University Press.*
 Ritt, J. J., *Abingdon Press.*
 Rittenhouse, George F., *Baker & Taylor Co.*
 Robertson, W. J., *Oxford University Press.*
 Robinson, William C., *J. B. Lippincott Co.*
 Roche, A. P., *L. C. Page & Co.*
 Rolley, P. W., *Saalfeld Publishing Co.*
 Ronne, C. C., *Alfred A. Knopf.*
 Rose, W. H., Jr., *Harper & Brothers.*
 Rosenberg, Melrich V., *Coward-McCann, Albert & Charles Boni, Dodge Publishing Co., Farrar & Rinehart, Inc., Horace Liveright, Walter V. McKee, Robert M. McBride & Co., Modern Library, Random House, Simon & Schuster.*
 Rossell, Easton S., *G. S. Hammond & Co.*
 Runyan, Robert, *Garden City Publishing Co., Inc.*
 Russey, F. B., *Brewer & Warren, Inc.*
 Saalfeld, A. G., *Saalfeld Publishing Co.*
 Salmon, Thomas A., *Houghton Mifflin Co.*
 Sanford, W. J., *W. A. Wilde Co.*
 Savage, Alma H., *Macmillan Co.*
 Savage, Harry F., *Frederick A. Stokes Co.*
 Savage, William L., *Charles Scribner's Sons.*
 Schepmoes, C. C., *Oxford University Press.*

- Schmunk, John R., *Thomas Y. Crowell Co.*
 Schnittkind, I. M., *Stratford Co.*
 Schwab, William C., *Syndicate Trading Co.*
 Schwartz, Albert I., *American News Co.*
 Schwartz, William J., *Charles E. Graham & Co.*
 Scott, Cecil A., *Macmillan Co.*
 Searle, D. P., *The P. F. Volland Co.*
 Seiffert, G. V., *Doubleday, Doran & Co.*
 Shepherd, W. O., *John C. Winston Co.*
 Shirley, Robert A., *Hale, Cushman & Flint.*
 Shoemaker, Charles C., *Penn Publishing Co.*
 Siegel, W. S., *The Midwest Co.*
 Silver, W. W., *James Pott & Co.*
 Simon, R. L., *Simon & Schuster.*
 Simon, Robert, *Greenberg, Publisher.*
 Siwek, Manuel, *Horace Liveright.*
 Sleeper, Francis J., *Milton Bradley Co.*
 Sloane, Francis J., *Duffield & Co.*
 Smalley, Carl J., *Covici, Friede, E. P. Dutton & Co., Inc., Random House.*
 Smith Harry A., *A. L. Burt Co.*
 Smith, James J., *The Reilley & Lee Co.*
 Smith, Ronald, *Macmillan Co.*
 Smith, Wiley J., *Judson Press.*
 Smith, William Warren, *Harvard University Press.*
 Smithers, George, *Horace Liveright, Ives Washburn.*
 Snyder, Harry M., *Brewer and Warren Inc., Cosmopolitan Book Corporation, Covici, Friede, Coward-McCann, Cupples & Leon Co., Dodd, Mead & Co., Dodge Publishing Co., Sam'l Gabriel Sons & Co., Garden City Publishing Co., Harcourt, Brace & Co., Harper & Bros., Houghton Mifflin Co., Alfred A. Knopf, Horace Liveright, Minton, Balch & Co., Robert McBride & Co., Walter V. McKee, Modern Library, William Morrow & Co., W. W. Norton & Co., G. P. Putnam's Sons, Charles Scribner's Sons, Frederick A. Stokes Co., Ives Washburn.*
 Solomon, Louis, *Dodge Publishing Co., R. M. McBride & Co.*
 Sommer, John W., *G. P. Putnam's Sons.*
 Soule, Phelps, *University Pennsylvania Press.*
 Spaulding, Frederick, *Milton Bradley Co.*
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 Sternberg, Jay, *Alfred A. Knopf.*
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 Stevenson, Donald McL., *William Morrow & Co.*
 Stevenson, Nevin S., *Dodd, Mead & Co.*
 Stokes, Brett, *Cape & Smith, Frederick A. Stokes Co.*
 Stoll, H. S., *Stoll & Edwards Co.*
 Stone, Charles S., *Sam'l Gabriel Sons & Co.*
 Strangland, Opal, *Macmillan Co.*
 Stratton, Thos. J., *Judson Press.*
 Strnad, John, *C. S. Hammond & Co.*
 Sully, Albert E., *George Sully & Co.*
 Sully, George, *George Sully & Co., Wm. Collins & Sons Co.*
 Sully, George Leonard, *George Sully & Co.*
 Sully, Harry W., *Charles E. Graham & Co.*
 Sully, Norman, *Charles E. Graham & Co.*
 Sumner, Sallie, *Woman's Press.*
 Swift, Arthur P., *John C. Winston Co.*
 Teeter, M. E., *Rae D. Henkle Co.*
 Terrell, James M., *Henry Holt & Co.*
 Thomas, W. M., *National Publishing Co.*
 Thompson, J. L., *Charles Scribner's Sons.*
 Thornhill, Arthur H., *Little, Brown & Co.*
 Tietz, Harry W., *Thomas Nelson & Sons.*
 Tilley, Richard F., *Lothrop, Lee & Shepard Co.*
 Treble, Arthur L., *Frederick Warne & Co., Ltd.*
 Trenkle, Chas. J., *Macmillan Co.*
 Troxell, Allen, *Oxford University Press.*
 Ulrich, A. A., *Oxford University Press.*
 Uren, B. T., *The Garden City Publishing Co., Inc.*
 Van Nostrand, L., *Milton Bradley Co.*
 Van Wagenen, E. W., *Chelsea House.*
 Vass, E. J., *Lincoln MacVeagh, the Dial Press.*
 Vingie, Ray, *Cupples & Leon Co.*
 Vose, John C., *A. L. Burt Co.*
 Voss, Sylvanus H., *Barse & Co., Maurice Inman, L. C. Page & Co.*
 Wachob, Wallace, *Albert & Charles Boni, John Day Co., Duffield & Co., Robert M. McBride & Co., Lincoln Mac-*

- Veagh*—the Dial Press, *W. W. Norton & Co.*
Wadsworth, W. C., *Barse & Co., Greenberg, Publisher, Inc., Rae D. Henkle, Platt & Munk Co.*
Walker, Stanley, *Henry Holt & Co.*
Walker, Wm. R., *McLoughlin Bros.*
Wallace, C. W., *Cosmopolitan Book Corporation, Cupples & Leon Co., Sam'l Gabriel Sons & Co.*
Watt, G. Howard, *G. Howard Watt.*
Waylen, E. J., *The P. F. Volland Co.*
Webb, V. K., *L. C. Page & Co.*
Welker, Leon, *D. Appleton & Co.*
Wentzel, W. E., *McLoughlin Bros.*
Wessels, A., *A. C. McClurg & Co., Isaac Pitman & Sons.*
Wetherbee, Arthur E., *Hale, Cushman & Flint.*
Whelpley, A., *Chelsea House.*
White, Alfred J., *Minton, Balch & Co.*
White, Frank G., *Wm. Collins, Sons & Co., George Sully & Co.*
Whitehead, Ray J., *Brewer and Warren, Inc.*
Whitman, Albert, *Albert Whitman & Co.*
Whitham, J. S., *Chelsea House.*
Whitney, A. H., *Charles Scribner's Sons.*
Wikstrand, Victor, *Macmillan Co.*
Wilde, Allan H., *W. A. Wilde Co.*
Wilson, Carl K., *Brewer and Warren, Inc., M. A. Donohue & Co., Norman W. Henley Publishing Co., Longmans Green & Co.*
Wilson, J. G., *Chelsea House.*
Winters, John F., *Century Co.*
Witsil, J. T., *D. Appleton & Co.*
Wolfson, Harold M., *Modern Library.*
Woodward, Herbert, *McLoughlin Bros.*
Wreden, N. R., *Covici, Friede, John Day Co., The Macaulay Co., Lincoln MacVeagh—the Dial Press, W. W. Norton & Co., Vanguard Press (Macy-Masius), Viking Press.*
Wylie, W. C., *G. P. Putnam's Sons.*
Wyatt, L. W., *Saalfeld Publishing Co.*
Young, Henry K., *A. L. Burt Co.*
Young, J. G., *Platt & Munk Co.*
Young, William P., *J. B. Lippincott Co.*
Zerbe, A. J., *Laidlaw Brothers.*
Ziegler, E. H., *Doubleday, Doran & Co.*

Department Stores Having Book Sections

Alabama

- Birmingham*.—Loveman, Joseph, & Leon. (Miss Loveman.)
 —Pitziz, D. G. Co. (S. Rosenthal.)
Florence.—B. A. Rogers & Bro. (C. B. Malloy.)
Mobile.—L. Hammel D. G. Co. (B. Strauss and Miss Mackie).
Montgomery.—Montgomery Fair. (Mr. Scott.)

Arizona

- Phoenix*.—Korrick, D. G. Co. (I. P. Collin.)

Arkansas

- Fort Smith*.—Boston Store Dry Goods Co. (G. E. Berson.)
Little Rock.—Gus Blass Co. (G. V. Dalrymple.)

California

- Fresno*.—E. Gottschalk & Co., Inc. (J. M. Rundell.)
Hollywood.—Robertson & Co. (Mr. Land.)
Los Angeles.—Broadway Dept. Stores. (E. J. Moriarty.)
 —Bullock's. (Miss June Cleveland.)
 —The May Co. (Miss Mary Perks.)
 —J. W. Robinson Co. (Philip E. Kubel.)
 —Walker's Dept. Store. (T. C. Palmer.)
Oakland.—Smith Bros., care of Capewell's. (Mrs. W. C. Gilkerson.)
 —Eugene Sommers, care of B. F. Schlesinger & Sons, Oakland. (Miss M. Jacobs.)
Sacramento.—Weinstock Lubin & Co. (Miss Shannon.)
San Francisco.—The Emporium. (Walker M. Thorn.)

- Raphael Weill Co., Inc. (James Habersham.)
- City of Paris Dry Goods Co. (Miss K. I. Ritchie.)
- Hale Bros., Inc. (J. P. Edwards.)
- O'Connor-Moffatt & Co. (L. A. Artieres.)
- San Jose*.—O. A. Hale & Co. (Mr. P. Davidson.)
- Stockton*.—Stockton D. G. Co.

Colorado

- Colorado Springs*.—Grimwood's. (Mrs. A. E. Grimwood.)
- Denver*.—Daniels & Fisher Stores Co. (Mary A. FitzGerald.)
- Denver Dry Goods Co. (Miss V. Reimer.)
- A. T. Lewis & Son Dry Goods Co. (Agnes Parish.)
- Pueblo*.—The Crew-Beggs Dry Goods Co. (D. P. Miller.)

Connecticut

- Bridgeport*.—Howland Dry Goods Co. (Miss D. Waldman.)
- The Leavitt Co.
- D. M. Read Co. (Mrs. G. J. Carter.)
- Derby*.—Howard & Barber Co. (Charles A. Cook.)
- Hartford*.—Brown, Thompson & Co. (J. M. Rourke.)
- G. Fox & Co. Mrs. K. M. Klean.)
- New Britain*.—"The Fair." S. M. Davidson and Miss Daly.)
- Raphael's Dept. Store. (Mr. L. Raphael.)
- New Haven*.—The Edward Malley Co. J. C. Mizer.)
- Shartenberg's. (A. R. Womrath.)
- New London*.—The S. A. Goldsmith Co. (N. Dreyfus.)
- James Hislop & Co. (Robert Holt.)
- Norwich*.—Porteous & Mitchell. (Frank J. Stanley.)
- Reid & Hughes Co. (G. R. Gifford.)
- Torrington*.—W. W. Mertz Co. (W. W. Mertz.)
- Waterbury*.—Curran Dry Goods. (O. W. Breux.)
- The Howland-Hughes Co. (Mr. Burnham.)
- Miller & Peck Co.
- Willimantic*.—H. C. Murray Co. (Joseph B. Riordan.)

- Winsted*.—J. P. Davidson & Son. (Mr. Davidson.)

Delaware

- Wilmington*.—Lippincott & Co. (E. C. Killen.)

District of Columbia

- Washington*.—S. Kann & Sons Co. (S. L. Nye.)
- Palais Royal. (Mrs. Lanning.)
- Woodward & Lothrop. (F. E. Woodward and Miss Lewis.)

Florida

- Bradentown*.—The Montgomery Roberts Co. (R. G. Roberts and Miss Murat.)
- Orlando*.—The Yowell-Drew Co. (Mrs. L. M. Burnett.)
- Miami*.—W. M. Burdine's Sons. (Mrs. Anna Thayer.)
- Cromer-Cassels. (Miss Rogers.)
- Tampa*.—Maas Bros. (E. C. De Pury.)
- Rutland Bros.
- St. Petersburg*.—Rutland Bros.
- St. Cloud*.—L. V. Zimmermann. (Mr. Zimmermann.)

Georgia

- Atlanta*.—M. Rich & Bros. Co. (Miss H. Elsas—Agnes Kendrick Gray.)
- Chamberlin-Johnson Du Bose Co.
- Davison Paxon Stokes Co. (Bernard Pincus.)
- Augusta*.—J. B. White & Co. (Mr. Carr.)
- Savannah*.—Leopold Adler. (J. S. Fishman.)

Idaho

- Boise*.—Falk Mercantile Co. (Mr. Griffin.)
- C. C. Anderson Co.
- Caldwell*.—C. C. Anderson Co.
- Falk's Caldwell Dept. Store. (Mr. Johnson.)
- Nampa*.—Nampa Dept. Store.

Illinois

- Canton*.—Frank A. White & Brothers. (Miss Thompson.)
- Champaign*.—W. Lewis & Co. (Herman Lewis and Miss Dunn.)

Chicago.—Boston Store. (Western B & S. Co.)
 —Butler Bros., Wholesalers. (Otto Zelenka.)
 —Carson, Pirie, Scott & Co. (Ralph B. Henry.)
 —Davis Dry Goods Co. (Mrs. J. Greene.)
 —“The Fair.” (Western Book and Stationery Co.)
 —Hillman Dept. Store. Off lists.
 —L. Klein, Inc. (Mr. E. Mayer.)
 —Larkin Store.
 —Marshall Field & Co. (Mrs. Marcella Burns-Hahner.)
 —Sears, Roebuck & Co. (Robert Smith.)
 —Mandel Bros.
 —Spurgeon Mercantile Co. (Mr. Spurgeon.)
 —Montgomery Ward & Co. (Duke Hill.)
 —W. A. Wieboldt & Co. (Roy L. Haines.)
Danville.—Meis Bros. Dept. Store. (Mr. Leby.)
Decatur.—Linn & Scruggs Dry Goods Co. V. C. Rice.) Off lists.
 —Decatur Dry Goods Co.
Downers Grove.—McCartney Worthen Co. (Mr. Worthen.)
Elgin.—Ackermann Bros. (Miss Jennie Miller.)
 —T. I. Swan. (Miss B. Taylor.)
Evanston.—Lord's, Inc. (Miss M. E. Kluefer.)
 —Rosenberg's Dept. Store. (Mrs. Duncan.)
 —McAllister-Levis Co.
Galesburg.—O. T. Johnson Co. (F. L. Parks.)
Geneva.—Pittsford D. G.
Hinsdale.—McAllister, Ebert Co.
Kewanee.—Kewanee Dry Goods Co. (F. H. Bourne.)
La Grange.—McAllister Schoen Co.
Moline.—The Fisk & Loosley Co., Inc. (Miss Molton.)
Monmouth.—E. B. Colwell Co. (Mrs. Glasgow.)
Oak Park.—Schoen D. G. Co.
Paris.—Jones Dry Goods Co. (W. Hoenig.)
Peoria.—Block & Kuhl Co. (Miss Mills.)
 —P. A. Bergner & Co. (Adele Burton.)
Rock Island.—McCabe Dry Goods Co. (Mr. E. B. Scott.)

Rockford.—Hess Bros. & Co. Sold to Block & Kuhl Co.
Streator.—D. Heenan Mercantile Co.
West Chicago.—J. Rohr & Co. (Mr. Rohr.)
Wheaton.—Pittsford Dry Goods Co. (W. J. Pittsford.)
Winnetka.—G. J. Zick Dept. Store.

Indiana

Bloomington.—The Wicks Co. (Otto Rott.)
Crawfordsville.—Graham Department Store. (N. F. Graham.)
Ft. Wayne.—Dessaner Bros. Dept. taken over by Grand Leader.
Hammond.—Kaufman & Wolf. (Chas. P. Green.)
 —Edmond C. Minos Co. Dept. Store.
Indianapolis.—Pettis Dry Goods Co. (Miss Langshaw.)
 —The Nick Kerz Co. (Miss T. Kerz.)
 —L. S. Ayres & Co. (Miss Grace Thompson.)
 —William H. Block Company.
Kokomo.—Thalman & Levi. (J. S. Levi.)
Lafayette.—Loeb & Hene Co. (Samuel M. Loeb.)
Logansport.—Seybold Dry Goods Company. (Mr. Seybold.)
Marion.—The Boston Big Store Co. (Chas. Herring.)
Rushville.—Mullin & Rugenstein.
South Bend.—Ellsworth Short. (M. Krau.)
 —George Wyman & Co.
Terre Haute.—A. Herz, Inc. (Miss Mayme Henry.)
Valparaiso.—J. Lowenstine & Sons. (G. S. Bartholomew.)

Iowa

Burlington.—John Boesch Co. (Miss Bertha McKibben.)
Centreville.—Graham Dept. Stores Co.
Clarinda.—Graham Dept Stores Co.
Corydon.—Graham Dept. Stores Co.
Davenport.—M. L. Parker Co. (Miss V. McLaughlin.)
 —J. H. C. Peterson's Sons. (Miss L. Lepper.)
Decorah.—Graham Dept. Stores Co.
Denison.—Balle Brodersen Co. (Miss Watje.)
Des Moines.—Yunker Bros., Inc. (Mrs. L. K. Ellis.)

—L. Oransky & Sons. (Mrs. D. Oransky.)

Dubuque.—Roshek Bros. Co. (Miss A. Scharle.)

Fairfield.—Wade & Bonfield. (C. W. Wade.)

Iowa City.—Yetter's Dept. Store.

Mason City.—Latimer Dept. Store.

—Graham Stores Co.

New London.—Graham Dept. Stores Co.

Oskaloosa.—Oppenheimer, Alsop Co. (Elmer Bryan.)

—Graham Stores Co.

Sioux City.—Davidson Bros. Co. (Mr. Orcut.)

—T. S. Martin Co. (Miss Kathrine Westcott.)

Washington.—Graham Dept. Stores Co.

Waterloo.—James Black D. G. Co. (Mr. Seltzer.)

West Union.—Graham Dept. Stores Co.

Kansas

Hutchinson.—Rorabaugh, Wiley Dry Goods Co. (V. M. Wiley.)

Salina.—Rorabaugh Stores Co.

Topeka.—The Pelletier Co. (A. P. McKeown.)

Wichita.—Roarbaugh Dry Goods Co. (J. P. Morrison.)

—Geo B. Innes Co. (F. M. Watts.)

Kentucky

Covington.—John R. Choppin Co. (Stewart Kidd Co.)

Danville.—The Hub Pushin Co. (W. S. Frankel)

Lexington.—John D. Purcell Co. (Mr. Denniston.)

—Reister's Department Store.

Louisville.—The Stewart Dry Goods Co. (Mrs. M. Bailey.)

—Kaufman Straus Co. (Mrs. A. McIntee.)

—Hermn Straus & Sons Co., Inc. (Mrs. Bertha Worth.)

Louisiana

Lake Charles.—The Muller Co., Ltd. (Miss J. Griffin.)

New Orleans.—Maison Blanche Co. (Mr. Britton and Miss K. Connelly.)

—D. H. Holmes Co. (E. H. Pritchard.)

—F. F. Hansell & Bro. (M. E. Hansell.)

Maine

Augusta.—D. W. Adams Co. W. J. Worrell.)

Bangor.—Freese's. (Paul Freese.)

Damariscotta.—G. W. Hussey & Co. (Mr. Hussey.)

Lewiston.—B. Peck Co. (Miss B. A. Channell.)

Portland.—Owen, Moore & Co. (Miss Fitzpatrick.)

—Porteous, Mitchell & Braun Co. (O. A. Moore.)

—J. R. Libby Co. (Miss Inez Bragdon.)

Rockland.—Fuller-Cobb-Davis, Inc. (Miss M. Bacheller.)

Rumford.—Everett K. Day Co. (Mr. Sherman Adams.)

—C. H. McKenzie Co. (S. Peabody.)

Maryland

Baltimore.—Hochschild, Kohn & Co. (V. Slifer.)

—Bernheimer-Leader. (Western B. & S. Co.) (Lela M. Ray.)

—Stewart & Co. (Miss Bessie Conway.)

—Baltimore Bargain House, Wholesale. (B. W. Seabald.)

—Brager-Eisenberg Co.

—The May Co. (Miss Londales.)

—Hutzler Bros. Co. (Miss M. Dixey.)

Massachusetts

Athol.—Goodnow-Pearson-Bishop Co. (Paul Orton.)

Beverly.—Almy, Bigelow & Washburn.

Brockton.—James Edgar Co. (S. E. Murray.)

Boston.—Houghton & Dutton. (Alice Dempsey.)

—Jordan, Marsh Co. (E. A. Pitman.)

—Shepard Stores. (John Shepard, Jr.)

—Timothy Smith & Co. (Miss Pratt.)

—R. H. Stearns Co. (Mr. Lowry.)

—R. H. White Co. (W. C. Everett.)

Fall River.—R. A. McWhirr Co. (Mr. Armitage.)

—The Steiger-Cox Co. (W. Hoyle.)

Fitchburg.—Nicholas & Frost. (Miss Cate.)

—Goodnow-Pearson Co.

Gardner.—Goodnow-Pearson & Co. (A. Harrington.)

Gloucester.—Wm. G. Brown & Co. (Miss M. Curtis.)

Greenfield.—J. Wilson & Co. (Miss Lane.)
Haverhill.—Mitchell & Co. (Miss M. Currie.)
Holyoke.—McAuslan & Wakelin Co.
 —A Steiger & Co. (Mr. Steiger.)
Lawrence.—A. B. Sutherland Co. (J. H. Barrett.)
Lowell.—A. G. Pollard Co. (Jas. A. Burns.)
 —The Bon Marché Dry Goods Co. (Mr. Weniggman.)
Lynn.—P. B. Magrane Store, Inc. (C. D. Bixy.)
 —Burrows & Sanford. (Mr. W. Burrows.)
 —T. W. Rogers Co. (Mr. Haskell.)
Malden.—F. N. Joslin & Co. (Mr. Kimball.)
Maynard.—W. B. Case & Sons.
New Bedford.—New Bedford Dry Goods Co. (A. J. Potvin.)
 —Steiger-Dudgeon Co. (Mr. Hoyle.)
North Adams.—Consolidated Dry Goods Co. (Mr. Reed.)
Northampton.—Consolidated Dry Goods Co. (McCallum's.)
Norwood.—H. E. Rice & Co. (H. E. Rice.)
Pittsfield.—England Bros. (Miss K. Manion.)
 —Holden & Stone Co. (Mr. Lockwood.)
Salem.—Almy, Bigelow & Washburn. (Miss Murphy.)
Somerville.—Park Snow, Inc. (M. H. O'Connor.)
Springfield.—Forbes & Wallace. (Mr. Beaman.)
 —Meekins, Packard and Wheat. (Double-day, Doran.) (Mrs. Rice.)
Waltham.—Park Snow, Inc. (M. H. O'Connor.)
Worcester.—Barnard, Summer & Putnam Co. (W. J. Jamison.)
 —Denholm & McKay Co. (Margaret Gordon.)

Michigan

Calumet.—Vertin Bros. & Co. (Mr. Trione.)
Detroit.—Crowley, Milner Co. (Miss A. Mitchell.)
 —Demery & Co. (Wm. Demery.)
 —J. L. Hudson Co. (Mrs. A. S. Morris also Miss M. Welch.)

Flint.—Smith, Bridgman & Co. (Mr. H. Weis.)
Grand Rapids.—Chas. Trankla & Co. (Gilbert M. Robertson.)
 —Paul Steketee & Sons. (Miss Williams.)
 —Herpolsheimer Co. (Mrs. M. Smith.)
 —Wurzburg D. G. Co. (Western B. & S.)
Jackson.—Glasgow Bros. (Miss Franklin.)
Kalamazoo.—J. R. Jones' Sons & Co. (Miss A. Cobb.)
 —Gilmore Bros. (Miss Marie Cole.)
Lansing.—The F. N. Arbaugh Co. (Mrs. Sinclair.)
 —J. W. Knapp Co. (E. V. Wren.)
Muskegon Heights.—S. R. Parsons. (Mr. Parsons.)
Port Huron.—J. B. Sperry Co. (Mr. Credzall.)
Saginaw.—M. W. Tanner Co. (L. W. Bixby.)
Three Oaks.—Three Oaks Dept. Store.

Minnesota

Albert Lea.—Skinner, Chamberlain & Co. (A. M. Skinner.)
Duluth.—I. Freimuth. (Mr. Fleishman.)
 —Glass Block Store Co., Inc. (Miss C. Church.)
Minneapolis.—The Dayton Co. (Miss F. B. Winding.)
 —Butler Bros., Wholesalers. (George E. Anderson.)
 —L. S. Donaldson Co. (Katharine Sonnen.)
 —Powers Mercantile Co. (L. H. Wells.)
St. Paul.—"The Golden Rule." (Miss Clark.)
 —Emporium Mercantile Co. (Mr. G. L. Raiden.)
 —Schuneman & Manneheimer. (W. Schuneman.)
Stillwater.—Murphy & Co. (O. M. Cronquist.)
Virginia.—Alexander Reid & Co. (Mr. Gebrhart.)

Missouri

Carthage.—Ramsay Bros. D. G. Co. (Miss Russell.)
Columbia.—The Missouri Store. (W. W. Elwang.)
Joplin.—Newman Mercantile Co. (Mrs. Towsen and Mr. Downey.)

Kansas City.—Emery Bird Thayer D. G. Co. (Ivan M. Thyberg.)
 —Jones Store Co. (A. M. Levy.)
 —Geo. B. Peck Dry Goods Co. (P. A. McKenna.)
Maryville.—Yehle Dry Goods Co. (C. J. Alderman.)
St. Joseph.—Townsend, Wyatt & Wall Dry Goods Co. (Wood Burns.)
 —Hirsh Bros. D. G. Co. (Mrs. E. R. Stevenson.)
St. Louis.—Butler Bros., Wholesalers. (Louis Fuerst.)
 —Nugent's
 —Famous & Barr Co. (P. J. Sefranka.)
 —Scruggs, Vandevoort & Barney. (G. A. Klages.)
 —Stix, Baer & Fuller Dry Goods Co. (Edwin I. Hyke.)
Springfield.—Chas. H. Heer Dry Goods Co. (Mrs. Carpenter.)

Montana

Butte.—Symons Dry Goods Co. (J. S. Kula.)
Great Falls.—Strain Bros. (Mrs. M. Dynes.)
Havre.—F. A. Buttrey Co. (B. T. McCormick.)

Nebraska

Hastings.—Stein Bros. Co. (Miss L. T. Hulburt.)
Lincoln.—Miller & Paine. (Mrs. Helen Avery.)
 —H. Herpolsheimer Co. (H. L. Bowman.)
 —Gold & Co.
Omaha.—J. L. Brandeis & Sons. (W. A. Holland, care of Western B. & S. Co.)
West Point.—The Bauman Co. (E. M. Bauman and Miss E. Otto.)

Nevada

Reno.—Gray, Reid, Wright Co. (Mrs. G. M. Compton.)

New Hampshire

Lebanon.—A. B. Hunt.
Portsmouth.—Lewis E. Staples. (Mr. Cheney.)
 —D. F. Borthwick. (D. F. Borthwick.)
Peterboro.—Goodnow & Derby. (H. Derby.)

New Jersey

Asbury Park.—The Steinbach Co. (Mrs. McTague.)
Atlantic City.—M. E. Blatt Co. (Elizabeth Olmstead.)
Burlington.—R. G. Dunn (Mrs. Dunn and Miss Shinn.)
East Orange.—Muir Department Store. (J. H. Watson.)
Elizabeth.—The Goerke-Kirch Co. (Miss Brady.)
 —Levy Bros., Inc. (Mr. E. Levy.)
Freehold.—Levy Bros. (Mrs. M. Wilbur.)
Irvington.—H. Breger Dept Store. (A. Berger.)
Newark.—L. Bamberger & Co. (Miss Roe.)
 —Kresge Dept. Stores, Inc.
 —Beger Dept. Store. (J. H. Larsen.)
 —The Goerke Co. (M. Borshart.)
 —Hahne & Co. (Miss Farrier.)
Paterson.—Quackenbush Co. (Mrs. Helen King.)
Perth Amboy.—Reynolds Bros. (Mr. Topping.)
Trenton.—S. P. Dunham & Co. (Mrs. Schultz.)
 —Urken & Kohn.
 —Goldberg Dept Store. (Mr. J. Goldenthal.)

New York

Albany.—W. M. Whitney & Co. (H. W. Rextrew.)
 —John G. Myers Co. (Miss Alice Reilly.)
Auburn.—Fowler Dry Goods Co. (P. W. Fowler.)
Binghamton.—Fowler, Dick & Walker. (Miss Harriet B. Mason.)
 —Hills, McLean & Haskins. (Miss A. Mack.)
Brooklyn.—Abraham & Straus. (Mr. D. C. Corbin, buyer; ass't. buyer, Zillah Cummings.)
 —H. Batterman Co. (Mr. C. Herman.)
 —Burden & Co., Inc. (Mr. Maxwell.)
 —A. I. Namm Co. (Mr. Womrath.)
 —Frederick Loeser & Co. (Miss Fels.)
 —Good Friends Dept. Store.
 —J. D. Wilson & Sons. (Mr. Irving.)
Buffalo.—Adam, Meldrum & Anderson Co. (Henry J. Simmons.)
 —J. N. Adam & Co. (Miss H. J. Hall.)

—The Wm. Hengerer Co. (Miss M. C. Lanigan.)
 —E. W. Edwards & Son. (Miss Reuss.)
Cohoes.—R. Wilcox. (Miss L. Leonard.)
Corning.—Wing & Bostwick. (Mr. Perry.)
Glens Falls.—Boston Store. (Mr. Bazinette.)
Gloversville.—Martin & Naylor. (Miss Putnam.)
 —W. Scott Argersinger & Sons, Inc. (Mr. Argersinger.)
Haverstraw.—Baum Bros. (C. K. Baum.)
Hoosick Falls.—M. Lurie & Co. (Mr. Brahan.)
Hudson.—Marsh & Backman. (Miss Potts.)
Jamestown.—Abrahamson & Bigelow Co. (Grace Bucklin.)
Kingston.—Rose & Gorman, Inc. (Mr. Gorman and Miss McDonald.)
Lockport.—Jenss Brothers. (E. W. Myers.)
 —Williams Bros Co.
Flushing.—Abramson's Dept. Store. (Mr. Huber.)
Malone.—Wm. J. Empsall & Co., Inc. (Wm. P. Empsall.)
Mt. Vernon.—Genung, McArdle & Campbell. (Miss Balis.)
Middletown.—Tompkins Dry Goods Co. (Mr. De Creny.)
New Rochelle.—Ware's Department Store. (Mrs. Wiley.)
New York City.—Adams, Flanigan Co. (A. R. Womrath, Inc.)
 —Adams Wertheimer Co. (Miss McGivern.)
 —Bloomingdale Bros. (A. R. Womrath & Co.)
 —L. M. Blumstein. (J. Mahrer, Jr.)
 —Butler Bros., Wholesalers. (M. E. Pendergast.)
 —Gimbel Brothers. (Mrs. Guenney.)
 —James A. Hearn & Son. (Mr. Cherry & Miss Kaufman.)
 —H. C. F. Koch & Co. (Mrs. E. Smith.)
 —The Lord & Taylor Book Shop. (Miss Ennis.)
 —R. H. Macy Co. (Stella McClure.)
 —McCreery Bookshop. (Doubleday, Doran.) (Mr. H. Preller.)
 —Francis Rogers & Son. (Miss McKay.)
 —Stern Brothers. (Miss R. Wallis.)
 —Syndicate Trading Co., Wholesalers.
 —John Wanamaker. (George Cryan.)

Newburgh.—John Schoonmaker & Son. (Mr. Earl.)
Niagara Falls.—Jenss Bros. (Ernest Jenss.)
 —Niagara Dry Goods Co. (Miss Stenton.)
 —Beir Bros. (Mr. Wright.)
Nyack.—Hannison & Dalley. (Miss Lynch.)
Ogdensburg.—Nathan Franks Sons. (Leo Frank.)
Olean.—Bradner's Dept. Store. (Mr. O'Donnell.)
Oneonta.—Oneonta Dept. Store. (Mrs. Williams.)
Oswego.—Geo. H. Campbell & Co. (Mr. Wallace.)
Penn Yan.—The Metropolitan. (Mr. Hamlin.)
Poughkeepsie.—Luckey, Platt & Co. (Mr. Woodward.)
 —Wallace Co. (C. A. Brundage.)
Rochester.—E. W. Edwards & Son. (Mr. L. Rudin.)
 —Sibley, Lindsay & Curr Co. (R. G. Powers.)
 —A. R. Womrath, Inc., care of McCurdy's. (Mr. O'Connor.)
Rome.—R. A. Sprague. (Mr. Sprague.)
Saugerties.—Reed & Reed. (Mr. MacMullen.)
Schenectady.—H. S. Barney Co. (Miss Elizabeth A. Ledger.)
 —Carl Co. (Mr. Sauter.)
 —The Boston Store. (Edw. Hooley.)
 —The Wallace Co. (B. Ginster.)
Syracuse.—E. W. Edwards & Son. (Jane Bettinger.)
 —C. E. Chappell Sons, Inc. (Mrs. Parker.)
 —Hunter's Inc. (Mr. E. E. Searffe.)
Troy.—Wm. H. Frear & Co. (R. V. Page.)
 —The Boston Store. (Mr. Hartigan.)
Watertown.—Frank A. Empsall & Co. (L. L. Dorr.)
 —Campbells, Inc.
Yonkers.—Marshall-Matheson Co. (W. S. Adler.)

North Carolina

Asheville.—Bon Marché. (Mr. Meyers.)
Charlotte.—Efird's Dept. Store. (Mr. Flicker.)
Greensboro.—The Meyers Co. (J. T. Martin.)

North Dakota

Fargo.—Herbst Dept. Store.
Grand Forks.—R. B. Griffith Co. (F. C. Bundlic.)

Ohio

Akron.—The M. O'Neill Co. (William E. Glass.)
 —Akron D. G. Co. (Mrs. C. C. Zarn.)
Ashland.—The Home Co. (Ellsworth Shinn.)
Ashtabula.—D. L. Davis Co. (D. L. Davis.)
Cambridge.—Potter-Davis Co. (M. Hood.)
Canton.—Wm. R. Zollinger & Co. (Mr. Harry Zollinger.)
 —The Erlanger Dry Goods Co. (Mr. Nye.)
Cincinnati.—H. & L. Pogue Co. (Stewart Kidd.)
 —The John Shillito Co. (Mr. Chandler.)
Cleveland.—Halle Brothers Co. (Miss V. S. Hutchinson.)
 —Fries & Schuele. (Charles Meyers.)
 —Higbee Book Shop. (Doubleday, Page & Co.) (H. Dilling.)
 —The May Co. (Jas. A. Neiman.)
 —The Stearn Co. (Mr. Altman.)
Columbus.—F. R. Lazarus Co. (Mrs. L. S. Teeter.)
 —H. Kobacher & Sons Co. (Mr. Lee Lifland.)
 —Moorehouse-Martens. (Janice Allen.)
Dayton.—Elder & Johnson Co. (Miss Regina Bornstein.)
 —Rike-Kumler Co. (Lydia G. Fraser.)
Delaware.—C. O. Haas. (Mr. Haas.)
Findlay.—C. F. Jackson Co. (K. S. Jackson.)
Hamilton.—Robinson-Schwenn Co. (Mr. Schwenn.)
 —Halperin & Son. (Mr. Harry Halperin.)
Lima.—Gus Holstine Dry Goods Co. (Mr. Brown.)
Marion.—The Uhler-Philips Co. (J. A. Raub.)
Middletown.—The John Ross Co. (John Ross and Mr. Kane.)
Mount Vernon.—Woolson Co. (O. C. Osborne.)
Portsmouth.—Anderson Bros. Co. (E. C. Hood.)
 —H. Kabacker & Sons Co.

Sandusky.—Herb & Meyers Co. (A. F. Macmillan.)
Springfield.—The Edw. Wren Co. (Mrs. De Went.)
Toledo.—La Salle & Koch Co. (Miss N. Numaker.)
 —Lamson Bros. Company. (Mrs. Louise Wester.)
 —Lion Store. (Mrs. Marion S. Smith.)
Warren.—The Griswold Co. (C. H. Chinnock.)
Youngstown.—G. M. McKelvey & Co. (George Holsinger.)
 —The Strouss-Hirshberg Co. (Ann Wolfe.)

Oklahoma

Oklahoma City.—Rorabaugh, Brown D. G. Co. (A. B. Chastain.)
 —McEwen-Halliburton Co. (H. D. McEwen.)
 —The Kerr Dry Goods Co. (Mr. Bulkey.)
Okmulgee.—Ramsay-Fulford Dry Goods Co. (Mr. Fulford.)
Tulsa.—Brown-Dunkin Dry Goods Co. (Mr. Minle.)
 —Halliburton Abbot D. G. Co. (C. F. Hawkins.)
 —Vandever Dry Goods Co. (Mr. Vandever.)

Oregon

Albany.—L. E. & H. J. Hamilton Dept. Store. (Mr. Hamilton.)
Portland.—Meier & Frank Co. (Vivian P. Cooley.)
 —Lipman-Wolfe & Co. (Frances Faye Bailey.)

Pennsylvania

Allentown.—Hess Bros. (Miss M. Keiser.)
 —H. Leh & Co.
 —Zollinger-Harnard Co. (Miss Bessie Souder.)
Altoona.—Wm. F. Gable & Co. (R. N. Hall.)
Bethlehem.—The Bush & Buhl Co. (Mr. Stecher and Miss Alridge.)
Bloomsburg.—E. P. Pursel. (Mr. Pursel.)
Braddock.—Nugent Dry Goods Co.
Bradford.—Leslie H. Russ.
Butler.—W. J. Offut Co., now C. R. Kriner Co. (Miss Ethel Weaver.)

Carlisle.—S. W. Haverstick. (Mr. Haverstick.)
Clearfield.—Leitzinger Bros. (J. Leitzinger.)
Connellsville.—Wright Metzler Co., now The Troutman Co. (Robert Evans.)
Cresson.—The Gross Co. (Mr. Gross.)
Doylestown.—A. F. Scheet's Sons. (Miss Stommer.)
 —R. L. Clymer. (Miss Miller.)
Easton.—Bush & Buhl Co. (Miss Florence Waite.)
 —Wm. Laubach & Sons. (Charles M. Laubach.)
Erie.—Erie Dry Goods Co. (Mr. A. E. Smith.)
 —Trask, Prescott & Richardson. (A. R. Womrath, Inc.)
Harrisburg.—Pomeroy's, Inc. (L. V. Harvey.)
Hershey.—Hershey Dept. Store. (Mr. Boesch.)
Jersey Shore.—Sallada Brothers. (Jesse Saft.)
Johnstown.—Penn Traffic Co. (Mr. N. Schindlinger.)
 —Johnstown Dry Goods Co. (Mr. Slater.)
Lebanon.—L. Samler. (Miss Dampman.)
Lewiston.—E. E. McMeen & Co. (Ralph McMeen.)
New Castle.—New Castle Dry Goods Co. (G. C. Fox.)
 —W. J. Offut Co. (Charles R. Kriner.)
Oil City.—C. H. Smith & Sons Co. (Mr. Nichols.)
Philadelphia.—Gimbel Bros. (Benedict Freud.)
 —Lit. Bros. (Chas S. Bruder and Miss C. Arleo.)
 —McCurdy Brothers. (Mr. McCurdy.)
 —N. Snellenburg & Co. (Edward Schlamm.)
 —Strawbridge & Clothier. (Fred F. Mattison and D. C. Corbin.)
 —John Wanamaker. (Walter H. Cox, and W. B. Easton.)
Pittsburgh.—Boggs & Buhl, Inc. (A. K. Betteridge.)
 —Campbell's Inc.
 —Joseph Horne Co. (J. J. Estabrook.)
 —Gimbel Bros. (Western Book & Stationery Co.) (Mr. Cornell.)
 —Kaufman's. (Wm. McGhee.)
Pottsville.—Pomeroy's, Inc. (G. Marsh.)

Reading.—Pomeroy's, Inc. (L. V. Harvey, Miss A. Stacy.)
Scranton.—Scranton Dry Goods Co. (Mr. Mendel.)
Stroudsburg.—A. B. Wyckoff Dept. Store. (Beatrice Gorgy.)
Titusville.—Cohn & Oakleaf. (Mr. Cohn.)
Uniontown.—Rosenbaum Bros. (I. Rosenbaum.)
 —Wright, Metzler Co. (Mr. Boyd.)
Warren.—Metzger-Wright Co. (Mr. Marks.)
Washington.—The Vera Co. (Mrs. Vera.)
Wilkes-Barre.—Fowler, Dick & Walker. (Miss Maud Bone.)
 —Pomeroy's, Inc. (Miss Helm.)
Williamsport.—Bush & Bull Co. (J. T. O'Brien.)
 —L. L. Sterns & Sons. (Miss McMahon.)
York.—P. Weist & Son. (Mr. Ingram.)

Rhode Island

Newport.—The King McLeod Co. (Mr. King.)
Pawtucket.—Shartenberg & Robinson Co. (J. Ferrare.)
Providence.—Callender, McAuslan & Troup Co. (R. J. Meyersahm.)
 —Outlet Co. (W. H. Hilton.)
Woonsocket.—Harris & Mowry Co. (J. A. McNamara.)
 —McCarthy D. G. C. (Mr. J. Skelley.)

South Carolina

Charleston.—The Kerrison Dry Goods Co. (Miss Pooser.)
Columbia.—James H. Trapp Co. (W. F. Trapp.)

South Dakota

Yankton.—Fantle Bros. Co. (Wm. Fantle.)
Sioux Falls.—Shriver, Johnson Co.

Tennessee

Chattanooga.—Miller Bros. Co. (I. C. Sieving.)
 —D. B. Loveman Co.
Knoxville.—Anderson-Dulin-Varnell Co. (Lyle Burner and Mrs. Earle Tryday.)
Memphis.—John Gerber Co. (Mrs. I. Morrison.)

- J. Goldsmith & Sons Co. (Miss Owens.)
 —The New Bry's. (Western B. & S. Co.)
 —B. Lowenstein & Bros., Inc. (Mrs. Agee.)

Nashville.—

- Caster Knott D. G. Co. (E. Zeller.)

Texas

- Austin.*—E. M. Scarbrough & Sons. (Mrs. G. E. Bennack and Mr. Jones.)
Beaumont.—White House Dry Goods Co. (C. F. Graham, Jr.)
Dallas.—Sanger Bros. (Miss B. Prager.)
 —Butler Bros., wholesalers. (Fred P. A. Moehlman.)
 —A. Harris & Co. (Miss Higgins.)
 —Sears Roebuck & Co.
El Paso.—The Popular Dry Goods Co. (Samuel Weis.)
Fort Worth.—Schermerhorn Co. (Mrs. Turner.)
 —The Monnig Dry Goods Co.
 —W. C. Stripling Co. (W. B. Teal.)
Houston.—W. C. Munn Co., Inc (Mr. Kahlden.)
 —Foley Bros. Dept. Store. (H. G. Myers.)
Laredo.—A. C. Richter. (G. D. Becker.)
San Antonio.—Wolff & Marx Co. (A. F. Dugosh.)
 —Joske Bros. Co. (Miss L. H. Musgrove.)
Waco.—Goldstein-Migel Co. (G. B. Crichlow, Mr. Migel).

Utah

- Logan.*—Stockton-Christensen Co. (Mr. Stockton.)
Ogden.—W. H. Wright & Sons Co.
Salt Lake City.—Auerbach Co. (Herbert S. Auerbach, J. D. Murphy.)

Vermont

- Burlington.*—F. Rothman.
Montpelier.—Mitchell Dept. Store. (Miss F. Jerome.)

Virginia

- Berryville.*—Coiner Dept. Store. (Mr. Coiner.)
Lynchburg.—C. M. Guggenheimer.
 —D. Moses & Co.
Newport News.—C. G. & J. W. Robinson. (Miss M. T. Blant.)

- Richmond.*—Miller & Rhodes, Inc. (Miss E. O'Neill.)
 —Thalheimer Bros. (Miss Campbell.)
Roanoke.—G. MacBain Co. (J. L. Mason.)

Washington

- Everett.*—The Grand Leader Dry Goods Co. (E. Hellenthal.)
Seattle.—The Bon Marché. (Mrs. W. L. Gibbon.)
 —Fredereick & Nelson. (Gertrude Andrus.)
 —Rhodes Bros Co. (Miss Nelson.)
Spokane.—Culbertson's. (Mrs. H. Hill.)
 —Kemp & Herbert. (Miss Dyer.)
 —Spokane Dry Goods Co.
Tacoma.—Rhodes Bros. (Carl K. Wilson.)

West Virginia

- Charleston.*—The Diamond. (Miss Cantro.)
 —Coyle & Richardson. (Mrs. H. L. Martin.)
Clarksburg.—Watt, Sartor, Lear Co. (J. J. Lear.)
Huntington.—Anderson Newcomb Co. (R. F. Beckett.)
Wheeling.—Stone & Thomas. (Miss Ethel K. Sayles.)

Wisconsin

- Appleton.*—The Pettibone Peabody Co. (Miss Jane Powell.)
Eau Claire.—The Kepler Co. (Mr. A. Peterson.)
Madison.—Harry S. Manchester, Inc. (L. Fay.)
 —Hills D. G. Co.
Milwaukee.—The Boston Store. (E. Higgins.)
 —Gimbel Bros. (Western B. & S. Co.)
 —Ed. Shuster & Co., Inc. (A. Woebling.)
 —Schank Co. (J. Imig.)
Oshkosh.—The Henderson-Hoyt Co. (Miss Strehlow.)
Sheboygan.—H. C. Prange Co. (Emil Barth.)
Superior.—Rothe Bros Co. (Miss Mary Collins.)
Waukesha.—McCoy's Dept. Store.

Wyoming

- Sheridan.*—Stevens, Frvburger & Co. (V. H. Green.)

Sale of "Who's Who in New York" Stopped

THE A. N. Marquis Company, publisher of "Who's Who in America" has been granted a permanent injunction against Who's Who Publications, Inc., New York, because of the latter's infringement upon the copyrights of "Who's Who in America." The decree which was granted January 23rd providing costs, reads in part as follows:

"That 'Who's Who Publications, Inc.,' its officers, agents, servants and employees and each and all of them be and the same are hereby perpetually enjoined and restrained from printing, publishing, disposing of or causing or permitting the printing, publication, sale, delivery or disposition of its books, entitled 'Who's Who in New York (City and State, 1924)' and 'Who's Who in New York 9th Edition (City and State, 1929),' and all parts and portions of said books or any book embodying any copyrightable part of the copyright books of The A. N. Marquis Company, entitled 'Who's Who in America, Volume 12,' and 'Who's Who in America, Volume 14, and that a writ of perpetual injunction be issued accordingly."

Directory of Book Dealers

THE annual directory of dealers in books published at Leipzig by Verlag des Börsenvereins der Deutschen is issued in its latest revision for 1930 with the full details characteristic of this famous reference book. The first part of the book is an alphabetical index of the dealers' names. Following this is an index by country and city. The information included gives the street address, telephone number, banking connections and Leipzig representative. The cost of this index is twenty marks.

A New University Press

THE new University of Oklahoma Press has published its first book, "The Terminology of Physical Science," and other titles are scheduled to follow within a short time. The press which is located at Norman, Oklahoma is under Joseph A. Brandt, editor, and Samuel S. Crawford, superintendent. It will serve as the publishing division of the University.

Warrant Refused

THE Boston Judge of the Municipal Court refused to the Watch and Ward Society their application for a warrant against the old photographic supply house of Pinkham and Smith at 15 Bromfield Street. An agent of the Society had purchased at the store a copy of "Photograms of the Year 1929," an English annual publication which reproduces selected photographs from all over the world and which is annually imported by the American Photographic Book Company of Boston. The judge's opinion was, "I find this a work of art and not of filth. Application for warrant refused."

Obituary Note

EVA MARCH TAPPAN

DR. EVA MARCH TAPPAN, author of many widely used texts on history and literature, died at her home in Worcester, Mass., January 30th at the age of 75. She was born at Blackstone, Mass., December 26th, 1854 and received her A. B. at Vassar College in 1875. She took her A. M. at the University of Pennsylvania twenty years later, and in 1896 a Ph. D.

Her first title, "Charles Lamb, the Man and the Author," was published in 1896, and until the outbreak of the war she wrote of famous characters from history and literature. During the war she was assistant editor of the United States Food Administration for which she wrote "Food Saving and Sharing." At about the same time she wrote "The Little Book of Our Country" for the Y. M. C. A. Her latest published work was "The Little Lady in Green."

Business Note

DES MOINES.—Hyman's Bookstore has moved from 407 Sixth Avenue to 518 Locust Street.

PATERSON, NEW JERSEY.—Edwin N. Hopson, Jr., Rare Books, has moved from 21 Hamilton Street, Paterson to 605 Broad Street, Newark where he will operate in conjunction with Edward Ritter of the Ritter-Hopson Galleries, holding frequent auctions of rare editions and Americana.

SAN FRANCISCO.—The Mission Book Shop, A. F. Williams, has moved from 3239 - 22nd Street to 2385 Mission Street.

Retail Trade in December, 1929

DEPARTMENT store sales for December were about two and a half per cent smaller than in the corresponding month a year ago, according to reports to the Federal reserve system from 620 stores located in all Federal reserve districts. For the entire year 1929 sales of 523 stores in 229 cities were about 2 per cent larger than for 1928.

Inventories of the reporting department stores at the end of 1929 were in the aggregate at about the same level as a year ago. Decreases were reported for eight Federal reserve districts, increases for the Chicago, Dallas and San Francisco districts, and little change for the New York district.

Changes in sales and stocks of reporting department stores are summarized by districts in the following table:

DEPARTMENT STORES:
DATA BY DISTRICTS—SALES, STOCKS
(Based on value figures)

Percentage increase or decrease (—):
1929 compared with 1928

Federal reserve district	Sales December (620 stores)	Year (523 stores)	Stocks Dec. 31
United States . . .	—2.5	1.9	0.0
Boston	—2.2	1.2	—3.3
New York . . .	—0.5	3.8	0.4
Philadelphia . .	—3.4	—0.9	—2.6
Cleveland . . .	—1.6	2.3	—6.5
Richmond	1.8	3.2	—2.2
Atlanta	—5.1	—2.4	—6.7
Chicago	—6.0	1.0	1.6
St. Louis	—6.8	0.7	—2.5
Minneapolis . .	—2.0	—1.0	—10.0
Kansas City . .	—2.2	2.5	—1.7
Dallas	—5.9	—0.9	1.9
San Francisco . .	0.4	2.7	5.5

Note: The month had the same number of business days (25) this year and last year, but the number of Saturdays was 4 this year compared with 5 last year.

Correction

In announcing the removal of Benjamin Hauser from 1285 Fifth Avenue to the new Lincoln Building, 60 East 42nd Street, and that the Lincoln Lending Library has opened an office in the same structure, the two were incorrectly connected. This has caused some confusion to the trade, and it should be noted that they are separate businesses.

Changes in Price

ALFRED A. KNOFF, INC.

"Early Sorrow," by Thomas Mann, which will be published by Alfred A. Knopf on February 14, has been changed from \$2.00 to \$1.50.

HARPER & BROS.

"The Wonder Clock," has been changed from \$2.00 to \$2.50.

COWARD-McCANN

"The Marsh Wife," by James B. Wharton, previously announced as \$2.50 has been reduced to \$2.00. It will be published February 19.

"Crowded Solitude," by Benjamin Kittredge previously announced as \$2.50 has been reduced to \$2.00. To be published in March.

THE BROOKINGS INSTITUTION

"The Mexican Agrarian Revolution," by Frank Tannenbaum, increased to \$3.00.

"Making the Tariff in the United States," by Thomas Walker Page, increased to \$3.00.

UNIVERSITY OF NORTH CAROLINA PRESS

"The Life of Miranda," by W. S. Robertson, published January 25: 2 volume trade edition from \$7.50 to \$10.00; 2 volume limited edition (90 copies) from \$14.00 to \$17.50.

FREDERICK A. STOKES COMPANY

Burroughs, "Wonderland of Stamps," increased to \$2.50.

L. C. PAGE & COMPANY

"Blue Bonnet Series," all titles are increased from \$1.75 to \$2, uniform with the new volume, "Blue Bonnet's Family."

"Barbara Winthrop Series," by Helen K. Broughall, all titles are increased from \$1.75 to \$2, uniform with the new volume "Barbara Winthrop Abroad."

"Page's Library of Sea Stories," 10 volumes, from \$1.75 to \$2.00.

All fiction under the St. Botolph Imprint formerly \$1.75 and \$1.90 now \$2.00.

Record of American Book Production, January 1930*

CLASSIFICATION	New Publications		By Origin			
	New Books	New Editions	English And other Authors Foreign			Total
			American Authors	American Manufacture	Imported	
Philosophy	13	2	9	1	5	15
Religion	52	3	52	1	2	55
Sociology, Economics . .	37	3	35	2	3	40
Law	5	—	5	—	—	5
Education	7	—	7	—	—	7
Philology	5	—	2	2	1	5
Science	17	2	11	—	8	19
Technical Books	14	4	12	—	6	18
Medicine, Hygienic . . .	11	3	13	—	1	14
Agriculture, Gardening .	3	—	3	—	—	3
Domestic Economy	8	—	7	—	1	8
Business	8	2	10	—	—	10
Fine Arts	10	—	8	—	2	10
Music	1	—	—	—	1	1
Games, Sports	10	1	10	1	—	11
General Literature	30	5	29	2	4	35
Poetry, Drama	39	5	32	4	8	44
Fiction	105	60	113	47	5	165
Juvenile	30	15	31	10	4	45
History	20	2	15	1	6	22
Geography, Travel	14	8	12	3	7	22
Biography	37	8	28	8	9	45
Miscellaneous	6	—	5	—	1	6
	482	123	449	82	74	605

* In January, 1929, 532 new books, 126 new editions, were recorded, a total of 658.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THIS first week in February has brought a quantity of new books for the fiction and non-fiction counters—the beginning of the spring publishing season. There are a number of new books which will be available for special exploitation—new books by O. E. Rolvaag, author of "Giants in the Earth"; the second novel to be published in this country by H. W. Freeman, author of "Joseph and His Brethren"; a New England story by Cornelia James Cannon, author of "Red Rust"; Ethel M. Dell's latest novel. "Ex-Mistress" (Brentano's) has joined the Ex-series, headed by "Ex-Wife" and "Ex-Husband."

Best-selling non-fiction is represented by two biographies appropriate to America month, "Lincoln" by Emil Ludwig and the third volume in Rupert Hughes' biography of Washington. Gamaliel Bradford is the author of a volume of biographical sketches of women of the past, and a volume of similar content is "Women Have Told" by Amy Wellington. The much-heralded "Escape" by Francesco Nitti made its appearance on January 31st, without any noticeable noise of exploding bombs on 45th Street.

There is more sickness in February than during any other month, according to statisticians, so that the bookseller will probably have appreciative customers for three volumes on health by Leonardo Bianchi, an Italian professor, by Dr. Potts, and by Dr. Draper.

Three very different new war books

were published this week. The novel which made Europe laugh about the War is translated from the Czech of Jaroslav Hasek. The Irish novelist and playwright, Liam O'Flaherty, has written a short but grim novel of the War and the biography of a young American who was killed in France is written by his wife, Mary Conger Vanamee.

New England booksellers will find a market for two new volumes, marking this year's celebration of the tercentenary of the founding of New England, an anniversary edition of John Fiske's history of early New England, and a history of Cape Cod by Henry C. Kittredge.

The first illustrated edition in English of a standard work on the Renaissance by Jacob Burkhardt has just been published by Harper. This is work valuable for its scholarship as well as for the many fine pictures it contains. Another authoritative volume is "Insect Ways" by Clarence M. Weed, intended primarily for children, but readable for adults as well. Another book for the children's section is the story of the Scout Jamboree held last summer in England, one of Putnam's *Boys Books By Boys*. A new novel that is a collector's item as well is Henry Blake Fuller's "Not on the Screen." The re-named firm of Brewer & Warren have just issued their "Author's Annual," edited by Josiah Titzell. Among other books with sales possibilities is an interpretation of France by André Siegfried, whose "America Comes of Age" proved popular.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q 4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of February 8, 1930

Altmaier, Carl Lewis

Business communication; customs, art, and mechanism [rev. ed. under new title]. 511p. (3p. bibl.) il. diagrs. D (Macmillan's commercial ser.) '30, c. '04-'30 N. Y., Macmillan \$1.80

Argow, Wendelin Waldemar Willand

Beyond [lyric meditations]. 80p. D '29 Cedar Rapids, Ia., Corn Pub. Co., 109 S. 2nd St. \$1; pap., 80 c.

Arthur, Sir George

George V. 332p. il. O [c. '30] N. Y., Cape & Smith \$5

A biography of the present sovereign of Great Britain, which, in addition to illuminating the personality and work of the King, throws interesting side-lights upon the entire Royal Family.

Austin, Anne

Rival wives; a powerful, swift moving story of badly tangled lives. 278p. D (White House novels). [c. '29] Chic., The White House, 3815 Armitage Ave. 50 c.

Baronti, Gervé, pseud. [Mrs. Paul R. Danner]

The noble courtesan. 320p. D [c. '30] N. Y., Macaulay \$2

The story of Donna Elena, who was sometimes called Donna Juanna because of her many lovers.

Beaman, S. G. Hulme

Ernest the policeman; il. by the author. 158p. il. (pt. col.) D [c. '30] N. Y., Oxford \$2

Tales of the marionettes in Toytown.

Beede, Ivan

Prairie women; a novel. 209p. D c. N. Y., Harper \$2.50

A story of the life in a small Nebraska town as it is reflected in the lives and characters of its women-folk, especially in that of Mrs. Alfred Mason, a bride at the World Fair, and a middle-aged mother during the World War.

Belloc, Hilaire

The missing masterpiece; a novel; il. by G. K. Chesterton. 319p. D '29 c. N. Y., Harper \$2.50

A burlesque mystery, which pokes fun at the world of art, when Sir Henry Bensington's masterpiece is stolen, and three identical copies recovered.

Bertram, Anthony

The sword falls. 276p. D '30 N. Y., Harper \$2.50

The life of a man in the street. Albert Robinson, a humble worker in a London office, happy with his little family, and the tragedy that finally came to him.

Bethany College sermons. 190p. D [c. '30] Cin., Standard Pub. Co. \$1.25
By the younger graduates.

Bianchi, Leonardo

Foundations of mental health; tr. by G. A. Barricelli. 292p. (bibl. footnotes) il., diagrs. O c. N. Y., Appleton \$2.50

A work on eugenics and mental hygiene which shows the effect of nervous inheritance, alcoholism, and crime on social conditions.

Bible

Teachings of Solomon, presented by Alfred Walls. 134p. T [c. '29] Phil., Winston 50 c.

Blinks, Ruetta Day and Moore, Willetta

Food purchasing for the home. 448p. (3p. bibl.) il. diagrs. O (Lippincott's home manuals) [c. '30] Phil., Lippincott \$3

Booth, Charles Gordon

Murder at high tide. 302p. D c. N. Y., Morrow \$2

Why were the murders on San Lucas Island committed at high tide? M. Flique, the detective, holds under suspicion all the seven people who were staying on Dan Parados' island on the California coast, where he was killed.

Bowen, Stirling

Wishbone. 310p. D [c. '30] N. Y., Dutton \$2.50

Three stories. "An Imperfect Crime," "Townsmen," "Some Go Away," presenting different aspects of American life.

Bradford, Gamaliel

Daughters of Eve. 303p. (12p. bibl. notes) il. (pors.) O '30, c. '28-'30. Bost., Houghton \$3.50

A biographer's portraits of Ninon de Lenclos, Mme. de Maintenon, Mme. Guyon, Mlle. de Lespinasse, Catherine the Great, George Sand, and Sarah Bernhardt.

Brockman, Charles Joseph

Qualitative analysis. 206p. O [c. '30] Bost., Ginn flex. fab. \$2.20

Bruller, Jean

Twenty-one delightful ways of committing suicide; preface by Corey Ford. no p. il. (col.) O c. N. Y., Covici, Friede bds. \$2

Efficiency in suicide set forth in pictures which are no less humorous than the text.

Bruner, B. H.

The meaning of church membership. 160p. S [c. '30] St. Louis, Bethany Press \$1

Telling what church membership really means in the life of an individual.

Allen, Anna H.

Christian Science, where science and religion meet. [n. d.] Berkeley, Cal., Author, 2730 Derby St. pap. 60 c.

Allen, Victor T.

The Ione formation of California. 137p. (bibl. footnotes) il. maps. diagrs. Q (Univ. of Cal. pub'ns, bull. Dep't of Geol. Sci., v. 18, no. 14) '29 Berkeley, Cal., Univ. of Cal. Press pap. \$1.40

Biggart, Frank

The perplexities of a plain man. 67p. S ['29] Milwaukee, Morehouse Pub. Co. pap. 60 c.

[Bolenius, Emma Miller]

The animal party; pre-primer work-book. 25p. il. obl. O (Bolenius readers) [c. '30] Bost., Houghton pap. 20 c.

Tom and Betty; primer work-book. 61p. il. obl. O (Bolenius readers) [c. '30] Bost., Houghton pap. 24 c.

Boulter, B. C.

Church. 31p. S (St. Francis of Sales b'klets, no. 2) ['29] Milwaukee, Morehouse Pub. Co. pap. 40 c.

Brownies from Bingo-Land; to color, cut-out and paint. no p. il. (pt. col.) obl. D [c. '22, '29] Cleveland, O., World Syndicate Pub. Co. bds. apply

Burckhardt, Jakob Christoph

The civilization of the Renaissance in Italy; tr. from 15th ed. by S. G. C. Middlemore. 526p. il. (pt. col.) Q [n.d.] N. Y., Harper \$12.50

The first illustrated edition of this standard work to be published in English.

Busgen, M.

The structure and life of forest trees; 3rd rev. and enl. ed. by E. Munch; tr. by Thomas Thomson. 436p. O '29 N. Y., Wiley \$7.50

Calverton, V. F.

The new ground of criticism. 59p. D (Univ. of Wash. chapbk's no. 34) c. Seattle, Wash., Univ. of Wash. Bk. Store pap. 65 c.

An essay on literary criticism from an international standpoint, as an expression of this modern age.

Cannon, Cornelia James [Mrs. Walter Bradford Cannon]

Heirs. 309p. D (Atlantic Mo. Press b'ks) c. Bost., Little, Brown \$2.50

A novel of New England that explores the varying forces beneath its surface today, contrasting conventional Yankee tradition with the expansive but ignorant Polish invasion of the rocky countryside.

Carr, John Dickson

It walks by night. 328p. diagr. D (Harper sealed mystery) c. N. Y., Harper \$2

A ghastly murder in a Paris gambling house is the first of a series of horrible and baffling crimes planned by one distorted mind.

Carrington, Mary Coles

Pilgrim paths. 95p. D [c. '29] [Chic.] The Bookfellers bds. \$2

Verse by the vice-president of the Poetry Society of Great Britain.

Case, Robert Ormond

Riders of the Grande Ronde. 373p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Chase, Carroll

The three cent stamp of the United States 1851-1857 issue. 377p. il. O [c.'29] Hammondsport, N. Y., J. O. Moore, Inc. \$6

Chase, Joseph Cummings

An artist talks about color. 70p. D '30 N. Y., Wiley \$1.50

Childers, James Saxon

The bookshop mystery. 244p. D c. N. Y., Appleton \$2

Gordon Parker, a young American, in searching throughout the bookshops of England and Europe for an old manuscript, becomes entangled in a series of exciting events since spies of the great nations are also searching for it.

Chinard, Gilbert, ed.

The letters of Lafayette and Jefferson. 448p. il. O (J. H. U. studies in internat'l thought) '29 Balt., Johns Hopkins Press bds. \$8.50

Clark, Sterling B. F.

How many miles from St. Jo? 68p. il. D '29c. San Francisco, Taylor & Taylor, 404 Mission St. bds., priv. pr.

The log of a forty-niner, with comments by Ella Sterling Mighels, together with a brief autobiography of James Phelan, 1819-1892, pioneer California merchant. Illustrated from old photographs and engravings.

Cleland, Robert Glass, and Hardy, Osgood

March of industry. 322p. il. maps O (California ser.) [c. '29] Los Angeles, Powell Pub. Co. \$5

The story of California's rapid industrial development.

Clemenceau, Georges Eugène Benjamin

Claude Monet; the Water Lilies; tr. by George Boas. 190p. O c. Garden City, N. Y., Doubleday, Doran bds. \$3

The "Tiger" writes of the life of his friend, Monet, and of his genius exemplified in his painting, Water Lilies.

Cournos, John

Grandmother Martin is murdered. 280p. D [c. '30] N. Y., Farrar & Rinehart \$2

A background of the Sussex Downs for a dramatic tale—the murder of grandmother Martin, whom everyone hated.

Crowther, Samuel

Prohibition and prosperity. 87p. D [c.'30] N. Y., John Day \$1

An article by a well-known writer on economic subjects, in which he concludes that prohibition is fundamental to prosperity.

Dare, Viola

Little poems for little folks. 33p. D [c.'30] Bost., Stratford \$1

Dell, Ethel May [Mrs. G. T. Savage]

The altar of honour. 415p. D '30, c. '29, '30 N. Y., Putnam \$2

Shadowed with her dead mother's disgrace, Charmaine at seventeen, is cast adrift by her step-sister in the social world of London to make a "good" marriage.

Delteil, Joseph

Once there was a man, Napoleon; tr. by Lewis Galantière. 190p. O c. N. Y., Covici, Friede \$3

Napoleon's life told as a romantic tale.

Devanny, Jean

Unchastened youth. 384p. D '30 N. Y., Macaulay \$2

The picture of a mother, who tried to be as sophisticated and daring as her children.

Draper, George, M.D.

Disease and the man. 289p. (bibls.) il. diagrs. D (Anglo-French lib. of medical and biol. science) '30 N. Y., Macmillan \$4.50

For a better understanding of disease man is here studied in four aspects—morphological, physiological, immunological and psychological.

Burr, Colonel Bell, M.D.

Practical psychology and psychiatry; for use in training-schools for attendants and nurses and in medical classes, and as a ready reference for the practitioner; 6th ed., rev. and enl. 378p. (bibl. footnotes) il. diagrs. O '30, c. '98-'30 Phil., F. A. Davis \$2.75

Day, E. Hermitage, D.D., comp.

At the holy mysteries; eucharistic prayers from the liturgies of the eastern churches. 71p. T ['29] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Dunn, Charles Wesley

The Federal Anti-Trust Law. 47p. O c. N. Y., Columbia Univ. Press pap. \$1

Dresbach, Glenn Ward

The wind in the cedars. 117p. O [c.'30] N. Y., Holt \$2
Nature poems of the American southwest.

DuBois, Theodora

The devil's spoon. 312p. D c. N. Y., Stokes \$2.50

When Benjy Benjamin, fat, irritable, self-indulgent head of an American household was hit on the head by the mast of his boat, Haroot, a spirit of Moslem, took possession of his body. Complications ensue.

Durand, William Frederick

Robert Henry Thurston; a biography, the record of a life of achievement as engineer, educator, and author. 312p. (42p. bibl.) il. O '29 N. Y., Amer. Soc. of Mechanical Engineers \$5

Durkee, Rev. J. Stanley

Friendly chats of the friendly hour. 238p. D '29 Atlanta, Ga., Harrison Co. lea., \$3.50; pap., \$2

Eberhart, Mignon G.

While the patient slept. 313p. D. (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2

A new story of nurse Keate and Detective Lance O'Leary. The Crime Club selection for February and the winner of the Scotland Yard Prize.

Edwards, Dorothy

Winter sonata. 244p. D [c.'30] N. Y., Dutton \$2
The stories of six young people in a winter-bound English village, whose lives are connected by subtle threads.

Ex-mistress. 365p. D c. N. Y., Brentano's \$2

The self-revelation of an American girl who tried to get along and in so doing chose love and several men.

Fairlie, Gerard

The muster of the Vultures. 320p. D '30, c.'29, '30 Bost., Little, Brown \$2

A mystery-thriller telling of the round-up of a gang of dangerous criminals who, under the leadership of "The Vulture," had been outraging London by a series of brutal murders.

Falkner, Leonard

Murder off Broadway. 236p. D [c.'30] N. Y., Holt \$2
The mystery of a Broadway actress's death.

Farr, Albert Melville

A living faith. 218p. (bibl. footnotes) D [c.'30] N. Y., E. S. Gorham \$2
Religious essays on the good life.

Farrell, M. J.

Taking chances. 303p D '30, c. '29 Phil., Lippincott \$2.50

The scene is an Irish country house where fox-hunting and love-making are the guests' absorbing occupations.

Fiske, John

The beginnings of New England, or, The Puritan theocracy in its relations to civil and religious liberty; new ed. 334p. (7p. bibl. note) il. maps O '30, c.'89-'17 Bost., Houghton \$2.50

Issued in commemoration of the 300th anniversary of the founding of Boston.

Fleming, Denna Frank

The treaty veto of the American Senate. 334p. (bibl. footnotes) O c. N. Y., Putnam \$3

A review of the treaties which have been rejected or accepted conditionally by the Senate and a condemnation of its practice of proposing binding reservations or amendments to important treaties. By an assistant professor of political science in Vanderbilt University.

Fletcher, Joseph Smith

Perris of the Cherry-trees. 305p. D '30 Garden City, N. Y., Doubleday, Doran \$2

A drama of the Yorkshire country-side, of young Rhoda Perris, who took the management of Cherry-trees farm from her shiftless husband.

Forbes, George

The stars., 126p. (bibl.) diagrs S (New lib.) [29] N. Y., Cape & Smith 60 c.

One of the first books in a new series which will give the latest knowledge and scholarship on subjects of importance in contemporary life. See also Harris.

Foreman, Clarence J.

Efficiency and scarcity profits; an economic and legal analysis of the residual surplus. 354p. O (Materials for study of business) [c.'30] Chic., Univ. of Chic. Press \$4

"This book is a part of a larger work the purpose of which is to aid in bringing economic principles into harmony with the concrete facts of the industrial world."

Fortune, Jan Ichelle

Black poppies [verse]. 110p. D '29 Dallas, Tex., Southwest Press \$1.50

Fox, Rev. Henry Watson, ed.

The religious basis of world peace. 167p. D '30 Milwaukee, Morehouse Pub. Co. \$2.50

Addresses on the application of Christianity to international affairs, delivered at a conference in Prague by Dr. Walter Simons, Dr. Parkes Cadman, the Archbishop of Upsala, and others.

Freeman, Harold Webber

Down in the valley. 321p. D [c.'30] N. Y., Holt \$2.50

Upon the dead of his mother, Everard Mulliver was free to do as he liked for the first time in his thirty years; leaving the town where he had always lived, he finds new and richer contacts in a Suffolk farming community.

Fuller, Henry Blake

Not on the screen. 276p. D c. N. Y., Knopf \$2.50

The last novel written by a distinguished writer before his death in 1929. It concerns the metamorphosis of shy, unpolished Embert Howell to a man-about-town, who wins the girl of his dreams.

Elkins, Capt. John M.

Indian fighting on the Texas frontier; written for Captain Elkins by Frank W. McCarty. 96p. il. (pors.) O c. '29 [Coleman, Tex., Frank W. McCarty] pap. \$1

Ewbank, Henry Lee

Platform and laboratory projects for speech 1; a manual for the student. 98p. O '29 c. N. Y., Harper pap. 60 c.

Fairies from Fairy-Land; to color, cut-out and paint. no p. il. (pt. col.) obl. D [c.'22, '20] Cleveland, O., World Syndicate Pub. Co. bds. apply

Food Research Institute

Survey of the wheat situation, August to November, 1929. 39p. diagrs. Q (Wheat studies, v. 6, no. 3) c. Stanford Univ., Cal., Author pap. apply

Goldberg, Isaac

The fine art of living; an approach to life and the arts. 327p. D c. Bost., Stratford \$2.50

A discussion and consideration of life as an art, in which music, painting, literature and love are given their vital places.

Gore-Browne, Robert

By way of confession. 317p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2
Lucien Clay, portrait-painter and criminologist, learns of a strange cult, which he joins, to follow the trail of a ruthless killer.

Greene, Charles S.

From the Sierra to the sea, or, Songs from the Scaean Gate. 115p. D [c.'30] Berkeley, Cal., Sather Gate Bk. Shop \$2
Poems by the Librarian Emeritus of the Oakland, Cal., Library.

Grensted, Rev. Laurence William, ed.

The Atonement in history and in life; a volume of essays. 340p. (bibl. footnotes) O '29 N. Y., Macmillan \$8.50
Essays by prominent Anglicans.

Guedalla, Philip

The missing muse. 222p. O c. N. Y., Harper \$2.50
Essays on a variety of subjects, of past and present.

Guichard, Lieut. Louis

The naval blockade, 1914-1918; tr. by Christopher R. Turner. 337p. (bibl.) O c. N. Y., Appleton \$3.50

An account of the Allies' great economic blockade against the Central Powers which discusses the diplomatic, economic and financial factors of the undertaking. This work was written with the aid of the French Naval archives.

Hamilton, Walter Irving

Promoting new hotels; when does it pay? introd. by James S. Warren. 166p. diags. D c. N. Y., Harper \$2.50

Based upon a nation-wide survey into the possible over-production of hotels by the Engineering Economics Foundation.

Harrington, Harold L.

Program making for junior high schools. 181p. diags. D c. N. Y., Macmillan \$1.75

Harris, Henry Wilson

The League of Nations. 127p. (2p. bibl.) S (New lib.) [29] N. Y., Cape & Smith 60c.

An account of the tasks and workings of the League of Nations, its accomplishments and failures during the first decade of its existence.

Harrow, Benjamin

The making of chemistry. 331p. (5p. bibl.) diags. D [c.'30] N. Y., John Day \$2

A survey of the history and development of chemistry which is written for the layman and brings into focus the great personalities upon whose discoveries the progress of the science has depended.

Hart, James S., and Byrnes, Garrett D.

Scoop. 310p. D (Atlantic Mo. Press bk's.) c. Bost., Little, Brown \$2

How a young reporter uncovers political corruption that leads him from prisons to speakeasies, from bucketshops to the locked committee-rooms at the Capital, and how he secures his scoop at the cost of that which he holds dearest.

Hasek, Jaroslav

The good soldier; Schweik; tr. by Paul Selver. 447p. il. O (Griffin ser.) c. Garden City, N. Y., Doubleday, Doran \$2.50

A novel translated from the Czech that has been a great success on the continent. It concerns the adventures of a delightfully Rabelaisian patriot, who fought the war in all conceivable ways and places except at the front.

Heath, Mary Hubbard

The Elbert Hubbard I knew. 221p. il. O '29 c. East Aurora, N. Y., Roycrofters half lea. \$3

"An intimate biography from the heart and pen of his sister."

Heyer, Georgette

Beauvallet. 348p. D c. N. Y., Longmans \$2.50

The romance of an English adventurer, companion of Drake, who goes to the court of Spain, disguised as a French envoy, in pursuit of his beautiful Spanish lady.

Homo, Léon Pol

Roman political institutions from city to state [tr. by M. R. Dobie]. 421p. (9p. bibl.) O (Hist. of civilization) '30 N. Y., Knopf \$6

A complete history of the Roman constitution down to the fall of the Western Empire by a professor at the University of Lyons.

Hopkins, Mark

Early letters of Mark Hopkins, and others from his brothers and their mother; a picture of life in New England from 1770 to 1857. 365p. il. O [c.'29] N. Y., John Day \$4

These letters portraying the early life in Stockbridge, Mass., of an American educator, founder of Williams College, have but recently come to light.

Hughes, Rupert

George Washington, the savior of the States, 1771-1781. 830p. (15p. bibl.) il., maps, diags. O c. N. Y., Morrow \$5

This third volume in the author's biography of Washington covers the Revolutionary period.

Hull, William Isaac

India's political crisis. 207p. (bibl.) O (J. H. U. studies in historical and political science; new ser., no. 7) c. Balt., Johns Hopkins Press \$2

The author is professor of international relations in Swarthmore College.

Hyma, Albert

Erasmus and the humanists. 109p. D (Landmarks in hist.) c. N. Y., F. S. Crofts 85c.

Gillum, Lulu W.

Color secrets. 85p. (2p. bibl.) il. (col.) O '29 c. [Kansas City, Mo., Author] pap. \$1.10

Harvey, Marion

The inner circle; a mystery thriller in three acts; an acting edition of the original production; director's manuscript. diags. Q (Longmans' play ser.) [c.'30] N. Y., Longmans pap. \$5

Hodson, Geoffrey

An occult view of health and disease. 64p. diagr. S [n. d.] Wheaton, Ill., Theosophical Press pap. 75c.

Ingram, Kenneth

Sunday. 32p. S (St. Francis of Sales b'klets, no. 3) [29] Milwaukee, Morehouse Pub. Co. pap. 40c.

Johnson, Roy Ivan, and others

Study and appreciation of the short story, with representative readings. 446p. (4p. bibl.) D [c.'30] Newark, N. J., Silver, Burdett \$1.20

Johnston, Alex.

The life and letters of Sir Harry Johnston. 350p. il. O ['29] N. Y., Cape & Smith

bds. \$3.50

Letters and details concerning the life and works of an Englishman famous for his work in Africa are now published by his brother and one-time secretary.

Keeler, Harry Stephen

The amazing web. 542p. D [c.'30] N. Y., Dutton \$2.50

There are plots within plots in this adventure-mystery story, which shows how the descendants of one of Captain Kidd's companions avenges a wrong done his ancestor. The Dutton prize mystery for February.

Kitchin, C. H. B.

Death of my aunt. 247p. D [c.'30] N. Y., Harcourt \$2

Aunt Catherine, who ruled her numerous relatives by virtue of her fortune, is poisoned, and the mystery of her death is enhanced by the behavior of her various dependents.

Kittredge, Henry C.

Cape Cod; its people and their history. 342p. (4p. bibl.) il., maps O c. Bost., Houghton \$5

The story of Cape Cod's early days, based upon town records, contemporary pamphlets, and letters and local newspapers.

Klitgaard, Kaj

Seven months and seven days. 305p. il., map (col.) O c. Garden City, N. Y., Doubleday, Doran \$3

The second mate of a tramp steamer writes humorously and imaginatively of its voyage around the world.

Knott, James Edward

Vegetable growing. 368p. (bibl.) il. D c. Phil., Lea & Febiger \$3.25

A textbook for a first course in vegetable growing.

Korn, Ralph H.

Building the amateur opera company. 86p. il. O [c.'30] N. Y., Carl Fischer, Inc. \$1.50

Kozlenko, Vladimar

The quintessence of Nathanism [lim. ed.]. 53p. front. (por.) D c. N. Y., Vest Orton, 229 W. 43rd St. bds. \$2.50

An essay which interprets the importance of the American dramatic critic, George Jean Nathan.

Lenski, Gerhard E.

My Savior; a series of short meditations and prayers based on the Passion of Jesus, for daily use during the season of Lent. 92p. T [c.'30] Phil., United Lutheran Pub'n. House 75 c.

Linklater, Eric

Poet's pub. 373p. D [c.'30] N. Y., Cape & Smith \$2.50

An English poet becomes host at a smart inn, and thereby encounters adventure, besides becoming the center of a group of interesting characters.

Lorenz, Helmut

The sunken fleet; tr. by Samuel H. Cross. 342p. D c. Bost., Little, Brown \$2.50

A novel about the German navy during the World War written by one of Germany's naval heroes in which he describes some of his own experiences.

Ludwig, Emil

Lincoln; tr. by Eden and Cedar Paul. 513p. il. (pors.) O '30, c. '29, '30 Bost., Little, Brown \$5

A biography of the martyred president, presenting him as wage earner, citizen, fighter, liberator and father. Illustrated from photographs in the collection of Frederick M. Meserve, New York.

Luther, Mark Lee, and Ford, Lillian Cope [Mrs. Thomas Cummings]

Card thirteen. 317p. D [c.'29, '30] Ind., Bobbs-Merrill \$2

A Ho'lywood mystery—the murder of Tony Gilmore, idol of half-a-dozen screen beauties.

Lyle, Gwladys Morgan [Mrs. Eugene P. Lyle, jr.]

The little travelers in Wales. 127p. (bibl.) il., map D [c.'29] Chic., A. Whitman \$1

McKinney, Frank C., and McKinney, Mary Eula

A case book in discussion; explanatory and argumentative composition. 274p. D '30 N. Y., Ronald Press \$2

McLaughlin, May Beatrix

Chérie. 192p. front. D c. N. Y., Benziger Bros. \$1.25

A story for girls in their early 'teens.

Macon, Rev. Clifton

Religion, whence and whither. 101p. S '29 N. Y., Ass'n. Press \$1.25

Magee, Mabel A.

Trends in location of the women's clothing industry. 199p. (bibl. footnotes) maps, diagrs. O (Materials for study of business) [c.'30] Chic., Univ. of Chic. Press \$2

An economic study on the general concentration of the women's clothing industry in various localities in this country.

Magnus, Katie Emanuel, lady

Outlines of Jewish history, from B.C.E. 586 to C.E. 1929; rev. by M. Friedländer; with additional chapters by Solomon Grayzel; 3rd rev. Amer. ed. 441p. (bibl. footnotes) maps (pt. col.) D '29 c. Phil., Jewish Pub'n. Soc. \$1.25

Johnson, R. P. A., and Gibbons, W. H.

Properties of western hemlock and their relation to uses of the wood. 62p. (2p. bibl.) il. maps. diagrs. O (U. S. Dep't of Agri., technical bull. no. 139) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Kaye-Smith, Sheila

Sin. 30p. S (St. Francis of Sales b'klets, no. 1) ['29] Milwaukee, Morehouse Pub. Co. pap. 40 c.

Low, Charles L.

Sensible salesmanship; in twelve units. various p. D [c.'28, '29] [N. Y., Putnam] pap. 25 c., ea.; \$2.75, set

McAdory, Margaret

The construction and validation of an art test. 35p. (bibl.) diagrs. O (Contribs. to educ., no. 383) '29 c. N. Y., Teachers College, Columbia Univ. \$1.50

Marquand, John Phillips

Warning Hill. 304p. D '30, c. '29, '30 Bost., Little, Brown \$2.50

The tragi-comedy of Tommy Michael's life in the little American sea-coast town where the shabby surroundings of his home contrasted with the rich Jellerts' estate on Warning Hill.

Marr, Mabel Emery

Comrades, and other poems. 69p. O '29 Springfield, Mass., Snow Press bds. \$2

Monroe, Walter Scott, and others

Educational psychology. 620p. (bibl. footnotes) diagrs. D (Teacher training ser.) [c. '30] Garden City, N. Y., Doubleday, Doran \$2.50

This volume, with the two previously published in the series, forms a basic course in the principles of secondary education for teachers.

Morley, Christopher Darlington, and others

Born in a beer garden, or She troupes to conquer [lim. ed.]. S '30 N. Y., Foundry Press, 1 W. 67th St. \$7.50; \$20

Muir, Augustus

The silent partner. 306p. D [c. '30] Ind., Bobbs-Merrill \$2

A cryptic code message interrupting the S. O. S. of a sinking ship is the start of this exciting tale of mystery and intrigue.

Mulford, Clarence Edward

The deputy sheriff. 296p. D c. Garden City, N. Y., Doubleday, Doran \$2

A new western adventure story of the J. C. Ranch.

Naether, Carl Albert, and Richardson, George Francis

A course in English for engineers; v. I, The engineer's speaking and writing—in general; introd. by J. A. L. Waddell. 344p. O (Engineering ser.) [c. '30] Bost., Ginn \$2.60

National Industrial Conference Board

The five-day week in manufacturing industries. 69p. O '29 N. Y., Author \$1.50

Picture of world economic conditions in the summer of 1929. 309p. O '29 N. Y., Author \$2.50

New Century dictionary of the English language (The); ed. by H. G. Emery and

K. G. Brewster; 3 v. il. (pt. col.) Q [c. '29] N. Y., Century \$22.50

Newman, John Henry, cardinal

Apologia pro vita sua; version of 1865; ed. for college use by Daniel M. O'Connell; foreword by Hilaire Belloc. 485p. D c. Chic., Loyola Univ. Press flex. fab. \$1.30

Nitti, Francesco Fausto

Escape; preface by Francesco Nitti, Ex-Premier of Italy. 282p. il. O c. N. Y., Putnam \$2.50

The personal narrative of a political prisoner who was rescued from Lipari, the Fascist "Devil's Island."

O Flaherty, Liam

Return of the brute. 198p. D c. N. Y., Harcourt \$2

A grim picture of war, telling the story of nine men in a bombing squad who go over the top, only one returning alive.

Overton, Grant Martin, ed.

Great modern short stories. 380p. S [c. '30] N. Y., Modern Library flex. cl. 95 c.

Stories by Joseph Conrad, Ernest Hemingway, John Galsworthy, Willa Cather, Sherwood Anderson, D. H. Lawrence, Katherine Mansfield, Glenway Wescott, F. Scott Fitzgerald, James Joyce and W. Somerset Maugham.

Parsons, Mrs. Alice Beal

John Merrill's pleasant life. 268p. D [c. '30] N. Y., Dutton \$2.50

The Dutton prize book for February—a story of conflict between two generations and two sets of social ideals in a Hudson River town.

Patterson, Norma

Jenny; the romance of a nurse. 271p. D [c. '28-'30] N. Y., Farrar & Rinehart \$2

A story of the men in Veterans' Hospital No. 80, and Jenny, the nurse whom they all idolized, but who was afraid of love.

Perine, Edward Ten Broeck

Here's to Broadway! 333p. il. O c. N. Y., Putnam \$4.50

The passing-show of Broadway—its heroes, pageants, and progress from 1764 to the present, illustrated from old prints and photographs.

Petri, Law

Fools or gods [verse]. 95p. D '29 Atlanta, Ga., Bozart Press bds. \$2

Marks, Sydney

Textbook of inorganic chemistry; v. 6, pt. 3, Vanadium, niobium and tantalum. 222p. O (Friend's textbk. of inorganic chem.) '29 Phil., Lippincott \$10

Milner-White, Eric M., and, Knox, Wilfred Lawrence

One God and Father of all; a reply to Father Vernon. 165p. (bibl. footnotes) D ['29] Milwaukee, Morehouse Pub. Co. pap. \$1

Moon, Parker Thomas, ed.

Business, speculation and money. 135p. diagrs. O (Proceedings v. 13, no. 4) [c. '30] [N. Y.], Academy of Political Science \$2.50

Morse, W. J.

Soybean utilization. 3p. il. O (U. S. Dept. of Agri., farmers' bull. no. 1617) ['30] Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Newcomb, Theodore M.

The consistency of certain extrovert-introvert behavior patterns in 51 problem boys. 123p. (bibl.) O (Contribs. to educ., no. 382) '29 c. N. Y., Teachers College, Columbia Univ. \$1.50

Nutting, Herbert C.

The utor, fruor group; 4th and 5th papers. 85p.; 16p. O (Univ. of Cal. pub'ns in classical philology, v. 10, nos. 4 and 5) '29 Berkeley, Cal., Univ. of Cal. Press pap. \$1; 25 c.

O'Brien, Ruth, and others

Bibliography on the relation of clothing to health. 146p. O (U. S. Dep't of Agri., miscell. pub'n no. 62) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Peixotto, Jessica B.

How workers spend a living wage; a study of the incomes and expenditures of eighty-two typographers' families in San Francisco. 90p. Q (Univ. of Cal. pub'ns in economics, v. 5, no. 3; Cost of living studies, 2) '29 Berkeley, Cal., Univ. of Cal. Press pap. \$1.25

Perkins, Howard C.

Students' objective-test manual to accompany Muzey's "History of the American People." 328p. O [c. '30] Bost., Ginn pap. 96 c.

Pitkin, Walter Boughton, and Marston, William Moulton

The art of sound pictures; introd. by Jesse L. Lasky. 300p. (2p. bibl., bibl. footnotes) il., diagr. D c. N. Y., Appleton \$2.50

Definite and practical advice on how to write for the "talkies" by two officials of Equitable Pictures Corporation.

Potts, John, M.D.

Getting well and staying well; a book for tuberculosis patients, public health nurses, and doctors; 2nd ed. 221p. D '30, c. '27, '30 St. Louis, C. V. Mosby \$2

Praz, Mario

Unromantic Spain. 271p. il. O ['29] N. Y., Knopf \$4

A realistic picture of the many phases of modern Spanish life.

Quarto Club papers, 1927-1928. 153p. O '29 N. Y., Pynson Printers bds. \$10, bxd.

Racine, Jean Baptiste

Andromache; a tragedy; tr. by Eugene Fontaine. 118p. front. (por.) D (College trans. ser.) [c. '29] N. Y., College Translations, Pub. \$2

Rappard, William Emanuel

Uniting Europe; the trend of international cooperation since the war; preface by Edward M. House. 326p. (bibl. footnotes) D (Inst. of Politics pub'ns.) c. New Haven, Conn., Yale \$3

The post-war political and economic evolution of the countries of Europe and the methods and results of their co-operation outside and inside the League of Nations are the main topics.

Rees, Rosemary

Dear acquaintance. 316p. D [n. d.] N. Y., Farrar & Rinehart \$2

A modern romance with a murder mystery, that takes the heroine through many adventures from Bohemian London to the Casino at Biarritz, from prison in France to "The Old Bailey."

Ries, H.

Economic geology; 6th ed. rev. 860p. il., diagrs. O '30 N. Y., Wiley \$6

Rittenhouse, Jesse B., ed.

Rollins book of verse. 132p. D '29 Winter Park, Fla., Angel Alley Press bds. \$1.50

Robertson, Eileen Arbuthnot

Three came unarmed. 328p. D '30, c. '29 Garden City, N. Y., Doubleday, Doran \$2.50

Three young people, who have grown up, unhampered, in Borneo have to adjust themselves to the sophisticated whirl of English society.

Robertson, William Spence

The life of Miranda; 2 v. 345p.; 316p. (19p.

bibl.) il., maps (pt. col.) O '29 c. Chapel Hill, N. C., Univ. of N. C. Press

buck. \$10, bxd.

A biography of an interesting eighteenth century character, Francisco de Miranda, a South-American promoter of Spanish-American liberty. Among his contacts in the New and Old Worlds were his meetings and friendships with Washington, Lafayette, Haydn, Catherine II., Napoleon and Simon Bolivar.

Rølvaag, Ole Edvart [Paul Morck, pseud.]

Pure gold; tr. by Sivert Erdahl and the author. 346p. D c. N. Y., Harper \$2.50

A novel which pictures the tragic power of avarice upon the lives of a contented farming couple, Lizzie and Louis Houghlum.

Ruskin, John

The solitary warrior; new letters by Ruskin; ed. by J. Howard Whitehouse. 192p. il. D '30 Bost., Houghton bds. \$3.50

This volume contains a large number of letters of John Ruskin which have never been published before, and also six of his drawings, and a portrait of Ruskin by Samuel Laurence, none of which have been previously published.

Russell, Charles

Standard tests; a handbook for the class-room teacher. 521p. (bibls.) diagrs. D [c. '30] Bost., Ginn \$2

Savage, Juanita

The city of desire. 316p. D c. N. Y., Dial Press \$2

The romance of an English girl who goes to the Central American jungles in search of her father, an archaeologist, who had been exploring the relics of the Mayas.

Scarlett, Roger, pseud.

The Beacon Hill murders. 279p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2

A double murder mystery in Boston society circles.

Scout Jamboree book (T1-); foreword by

James E. West. 188p. il. D (Putnam's boys' bks. by boys) c. N. Y., Putnam \$1.75

Fifteen Boy Scouts give an account of the World Jamboree of Scouts which was held in England last summer.

Sedgwick, Anne Douglas (Mrs. Basil De Sélincourt)

The encounter. 386p. D (New uniform ed.) '30, c. '14 Bost., Houghton \$2.50

Siegfried, André

France, a study in nationality. 128p. (bibl. footnotes) D (Inst. of Politics pub'ns.) c. New Haven, Conn., Yale \$2

The national French character as it is displayed in politics, by the author of "America Comes of Age."

Pottenger, Francis Marion, M.D.

Symptoms of visceral disease; a study of the vegetative nervous system in its relationship to clinical medicine; 4th ed. 426p. (bibls.) il. diagrs. (pt. col.) O '30, c. '19-'30 St. Louis, C. V. Mosby \$7.50

Roberts, R. Ellis

Prayer; impressions and aphorisms. 32p. S (St. Francis of Sales b'klets, no. 4) ['29] Milwaukee, Morehouse Pub. Co. pap. 40 c.

Robertson, M. S., and, Rugg, L. S.

Primary arithmetic pad; number two. 128p. diagrs. O [c. '29] Bost., Heath pap. 48 c.

Rocine, V. G.

Eating for beauty. 104p. O [c. '29] Everett, Wash., Author pap. \$1

Show, S. B.

Forest nursery and planting practice in the California pine region. 74p. (bibl.) il. diagrs. O (U. S. Dep't of Agri., circular no. 92) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Sorrells, John H.

The working press; memos from the editor about the front and other pages. 125p. il. D '30 N. Y., Ronald Press \$2

Squire, Anne

Social Washington; rev. ed. [etiquette] 87p. O [c.'29] Wash., D. C., Author 1215 19th St. \$1.50

Staley, Eugene

History of the Illinois State Federation of Labor. 589p. (5p. bibl.) diagrs. O (Social science studies, 15) [c.'30] Chic., Univ. of Chic. Press \$4

Starbuck, Edwin Diller, and others

A guide to books for character; v. 2, Fiction. 587p. (bibls.) D c. N. Y., Macmillan \$2.50

Classified lists of children's books.

Starr, Jonathan

Crook. 176p. D [c.'30] N. Y., Cape & Smith \$2.50

A gambler, as familiar with crooks as with policemen, tells how he and his wife and the Pup turn detectives and trace a mysterious crime from New York to Florida.

Stauffer, Donald

This man and this woman. 321p. D c. N. Y., Liveright \$2.50

The study of a man whose wife had ruined their marriage by her jealousy of his writing.

Steen, Marguerite

The reluctant madonna; a novel. 314p. D '30, c.'29 N. Y., Stokes bds. \$2.50

The story of Miranda, reluctantly occupying the niche of purity in which her husband, her son, and English society had placed her.

Stocking, Jay Thomas, D.D.

The child in the congregation. 114p. D [c.'29] Bost., Pilgrim Press \$1.50

About ministers' preaching for children, including twelve children's sermons.

Stribling, Thomas Sigismund

Backwater. 308p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

The romance of Jim Murdock, college-bred, but son of the local bootlegger, and aristocratic Mary Sue Meredith reaches its climax during a Mississippi flood.

Tanner, Jacob

Ten studies on the child. 84p. D '29 Minneapolis, Augsburg Pub. House 60 c.

Thomas, Alan Ernest Wentworth

The Tremayne case. 304p. D c. Phil., Lippincott \$2

Victor Tremayne was engaged to lovely Claire Bastaple yet the night he was stabbed in a taxicab, he was on his way to see a girl neither so lovely as Claire, nor so good.

Titzell, Josiah, ed.

The author's annual, 1930. 202p. D [c.'30] [N. Y.] Brewer & Warren bds. \$2

Containing articles by Frank Swinnerton, Guy Holt, Dale Warren, Joseph Anthony, Bob Davis, Walter B. Pitkin Earle Walbridge, and others; also "1929 Literary Prizes and Their Winners," "Best Selling Books in 1929," "Book Clubs and Their 1929 Selections," and other material for those interested in books and book-publishing.

Tozer, Basil John

Confidence crooks and blackmailers; their ways and methods. 245p. D '30 Bost., Stratford \$2.50

Descriptions of the various tricks and artifices by which people are repeatedly robbed and defrauded.

Troubetzkoy, Amélie Rives, princess

Firedamp. 344p. D c. N. Y., Stokes \$2.50

A year of crisis in the Glyndon family with a changing background of aristocratic English country life, the New York theatrical world, and a charming old Virginia plantation.

Tuttle, W. C.

The redhead from Sun Dog. 290p. D c. Bost., Houghton \$2

Silent Slade, the best friend of Brick Davidson, the redheaded Montana sheriff, is sentenced to death for murder but Brick lets him escape and sets out to find the real murderer.

Vanamee, Mary Conger [Mrs. Parker Vanamee]

Vanamee. 307p. O [c.'30] N. Y., Harcourt \$3

The biography of a young American, who died fighting in France, by his wife.

Vane, Derek

The White Panthers. 278p. D c. N. Y., Macmillan \$2

A tale of intrigue and adventure concerning the plots of the group of men who styled themselves the White Panthers.

Vaughan, Richard M.

The significance of personality. 310p. (8p. bibl. notes) D c. N. Y., Macmillan \$2.50

A workable philosophy of life and religion based upon man's self-hood or personality.

Vollintine, Grace

The American people and their Old World ancestors. 581p. (6p. bibl.) il. (pt. col.), maps (pt. col.) D (Tryon and Lingley hist. ser.) [c.'30] Bost., Ginn \$1.24

A narrative of European and American migration arranged under special topics.

Smith, Charles Alonzo

Some relationships existing in school expenditure among Florida counties. 62p. (2p. bibl.) O (Contribs. to educ., no. 352) '29 c. N. Y., Teachers College, Columbia Univ. \$1.50

Solberg, Thorvald

Some notes on the Balearic Islands; with special reference to their bibliography [lim. ed.]. 77p. map O (Papers of Bibliographical Soc. of Amer., v. 22, pt. 2, 1928) [c.'29] [Chic., Univ. of Chic. Press] pap. \$2

Stanton, T. R., and, Coffman, F. A.

Oats in the western half of the United States. 24p. (bibl. footnotes) il. map O (U. S. Dep't of Agri., farmers' bull. no. 1611) [c.'29] Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Underhill, Evelyn

Worship. 16p. S [n. d.] Milwaukee, Morehouse Pub. Co. pap. 15 c.

Upshall, C. C.

Day schools vs. institutions for the deaf; a detailed analysis of certain variations in the abilities, environment, and habits of deaf pupils, with an evaluation of their effect on educational achievement. 104p. (2p. bibl.) diagrs. O (Contribs. to educ., no. 389) '29 c. N. Y., Teachers College, Columbia Univ. \$1.50

Woodhouse, Thomas

The preparation and weaving of artificial silk or rayon. 238p. il. diagrs. O '29 N. Y., Pitman \$3

Woollacott, F. J., M.D.

Lectures upon the nursing of infectious diseases; rev. and enl. by Dorothy C. Hare, M.D. 207p. diagrs. D '30 N. Y., Putnam \$1.50

Walker, Rev. James Bradford Richmond

The comprehensive concordance to the Holy Scriptures; new ed. 964p. O [c.'29] Bost., Pilgrim Press \$3

Wallace, Edgar

The Flying Squad. 308p. D (Copyright fiction [c.'28,'29] N. Y., Burt 75 c.

Warbeke, John M.

The searching mind of Greece. 476p. (6p. bibl.) front. (map) O c. N. Y., F. S. Crofts \$5

A study of the Greek philosophers by a professor of philosophy in Mount Holyoke College.

Ward, Gus

Down in Maryland [fiction]. 220p. front. D [c.'29] Federalsburg, Md., J. W. Stowell Pr. Co. \$1.50

Wee, Mons Olson

Moses, faith in decision. 122p. (bibl.) il. D [c.'29] Minneapolis, Augsburg Pub. House \$1

Weed, Clarence Moores

Insect ways. 336p. il. D c. N. Y., Appleton \$2.50

Stories for young people telling about the interesting and amazing habits of insects.

Wellington, Amy

Women have told; studies in the feminist tradition. 204p. (8p. bibl.) il. (pors.) O c. Bost., Little, Brown \$2.50

Studies of twelve women, from Mary Wollstonecraft to Ellen Glasgow and Rebecca West, who have through their writings, marked the advance of women's social status.

Wentworth, Patricia [Mrs. G. F. Dillon, Delta, pseud.]

Kingdom lost. 296p. D c. Phil., Lippincott \$2

Valentine had lived until she was twenty on an island in the Pacific, so it was no wonder her English relatives called her a "little savage" and resented her inheritance of what had been her cousin Eustace's fortune.

Winston, Henry Merritt

Executive agents in American foreign relations. 886p. D (Albert Shaw lectures on diplomatic hist.) '29 Balt., Johns Hopkins Press \$5

Witsell, William Postell, D.D.

Our church; one through the ages; rev. and enl. ed.; introd. by Bp. Thomas F. Gailor. 419p. (6p. bibl.) D [c.'29] N. Y., E. S. Gorham \$2

Wolfe, French Eugene

Principles of property insurance. 405p. (6p. bibl.) diagrs. O [c.'30] N. Y., Crowell \$3

Yates, Elizabeth Hall

Lydia's little plans. 314p. D [c.'30] Phil., Penn \$2

Those who loved Lydia always feared the "little plans" she hatched in that chic little blonde head, so when she suggested to her husband while they were on a European tour that they settle down to live in Geneva, he knew one of her "plans" was behind it all.

Yoffa, Annie

The real thing; adventures in the Australian bush. 164p. D [c.'29] N. Y., Martin Press bds. \$3

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College Translations, Pub.
Apologia pro vita sua. Newman, J. H. \$1.30
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Old and Rare Books

Frederick M. Hopkins

AN editorial writer in the New York *Times*, reviewing the "counter-revolutionary manifesto in a recent number of *The Saturday Review of Literature* dealing with American life in general and American literature in particular," says that there can be no "overlooking a decided swing to the Right among the oncomers. Politely but firmly the generation under 30 begs to state that it is by no means pleased with the literary scene of the last decade and the temper behind it. The young ones refuse to subscribe to a post-war despair which they have not experienced; disillusion has not emptied life of all meaning for them. They believe that Sinclair Lewis has not been quite fair to the American small town, the Communist-Expressionist novelists to the American city, or Mr. Mencken to the American people. They are tired of books dripping with the raw of life as depicted by hoboes, prize-fighters and bootleggers. They are tired of incoherence and paranoia carried on in the name of literary experimentation. They want to view America with more understanding and to set down the results with more attention to beauty in form. This challenge does not come out of a clear sky. Aside from signs of change for some time discernable in the literary heavens, one one might have predicted the new revolt on basic considerations. There is the famous law of the pendulum. There is the equally famous law that generations live by attacking the generations ahead of them. There is the fact that the limit had apparently been reached in frankness, incoherence, violence—the whole philosophy of self-expression. A change was bound to come." These words are full of meaning and warning to collectors of modern first editions. To their credit it may be said that without the critics' help

they have been reaching the same conclusions. This is shown in England in the return of interest in Victorian authors and in America to authors of the last century. Again, there has been a growing discrimination in the selection of authors of our own time. There is a considerable group of American and English authors whose first editions were in much vogue five years ago, whose popularity is now visibly fading. This is unmistakably demonstrated by the unsold copies of their first editions on booksellers' shelves, and the interest that collectors are showing elsewhere. This period of discrimination was bound to come and its reflection will be shown more and more in the auction room.

AN important library in its special field, the collection of Dr. Margaret Barclay Wilson, professor of physiology and hygiene at Hunter College, comprising more than 4,000 volumes on cookery, gastronomy and dietetics, has been presented to the New York Academy of Medicine and is now on view at the academy headquarters. More than twenty languages are included in the collection. One of the most important items is a 9th century manuscript of 58 leaves in Latin of the work of Caelius, which he called "Apicius," and which is also known as "De Re Coquinara," sometimes "De Re Culinaria." It is a collection of recipes made in the 3rd century founded on Greek originals. The manuscript was a part of the famous Phillips collection at Cheltenham, England. The only other known manuscript of like importance is in the Vatican Library.

RARE books, autograph letters and manuscripts, comprising 700 lots, selected from any consignments, will be sold at Sotheby's, in London, February

17, 18 and 19. The rare books include English literature of the 16th and 17th centuries, books printed at the Strawberry Hill Press, an extensive collection of Dryden and other 17th century dramatists, first editions of Jane Austen, Byron, Wordsworth, Coleridge, Hardy, Kipling, Barrie, Shaw; early editions of Boccaccio, Spanish incunabula, Americana, and early printed books. Among the Elizabethan items is a Second Folio of Shakespeare. There are many interesting association books. The autograph letters include a fine series by Boswell, Edward Fitzgerald and Florence Nightingale; autograph verses of David Garrick; musical manuscripts of Handel, Beethoven, and Rossini; important letters of Dr. Johnson, Shelley, Dickens, Thackeray and Scott.

IN the sale of Americana by Charles F. Heartman, at Metuchen, N. J., on January 18, the outstanding lots were two autograph letters signed by General Washington, one written to Thomas Jefferson, September 28, 1789, the other to General William Heath, June 24, 1783, which brought \$1,100 each. Other interesting lots included: "Debates and Other Proceedings of the Convention of Virginia" for the purpose of deliberating on the Constitution recommended by the Federal Convention, 3 vols., original boards, Petersburg, 1788-89, \$95; A.L.S. of Ralph Waldo Emerson, 2pp., 4to, Concord, November 12, 1841, to Benjamin F. Presbury, \$95; Alexander Hamilton's first report as Secretary of the Treasury, small folio, New York, 1790, \$105; Holmes's "The Poet of the Breakfast-Table," 12mo, cloth, Boston, 1872, first issue of the first edition, \$52.50; L.S. of Zachary Taylor, 1 p., 4to, Baton Rouge, April 3, 1848, to Frank Stewart, \$52.50; A.L.S. of General Artemus Ward, 1 p., folio, Boston, September 20, 1776, to John Hancock, \$82; and D.S. by Washington 1p., folio, text in French, English and Dutch, May 13, 1785, \$225.

TWO folio volumes, bound in crimson morocco, stamped with the Chesterfield coat-of-arms and containing the original letters which Lord Chesterfield wrote to his godson and successor, are for sale in this city. Until a short time ago,

these letters remained in the Chesterfield family, but were obtained by Temple Scott, with the proviso that they should not be put up at auction. They were bought from Mr. Scott by Jerome Kern, the composer and collector, and would have been included in his sale a year ago, but for the agreement that they should not be sold under the hammer. Last week it was reported that this lot had been sold back to Mr. Scott and had been resold to Arthur Zinker, owner of the Meridian bookshop in Indianapolis. They are now quietly being offered to collectors here in this city. The letters to his godson were written by Lord Chesterfield between 1766-1770 sometime later than those to his natural son, Philip Dormer, which was the first series published and which won literary fame. The first series was written with the intention of improving the manners of his son and inculcating in him the ideas of a man of the world. The second series was of a similar intent. The original letters of the first series have been lost. The second series was edited by the late Lord Carnarvon and published in 1890. The volumes owned by Mr. Zinker include the original contract made by the wife of Lord Chesterfield's son for the publication of the first series.

THE recent edition of the poet Shelley's letters by Roger Ingpen, in the Julian Shelley, gives no information as to the history of each letter, the collectors past and present in whose hands it has been been. Seymour de Ricci has compiled "A Bibliography of Shelley Letters Published and Unpublished," and it has been privately printed in an edition of 200 copies. Mr. de Ricci has had the assistance of Shelley specialists, such as Mr. Ingpen and Thomas J. Wise, and has traced over 600 letters, including a number of unpublished items, the text of which appears for the first time either in this bibliography or in the Julian Shelley. This work makes a handbook useful to the student and librarian.

Auction Calendar

Thursday and Friday afternoons, February 13th and 14th, at 2 o'clock. Valuable library of the late Samuel A. Boyle of Philadelphia, including Shakespeareana, early printing, miniature books, first editions, Americana, general literature. (No. 1440; Items 785.) Stan. V. Henkels, 1110 Sansom St., Philadelphia, Pa.

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1911. P. 22, 8th line from bottom, "is" for
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
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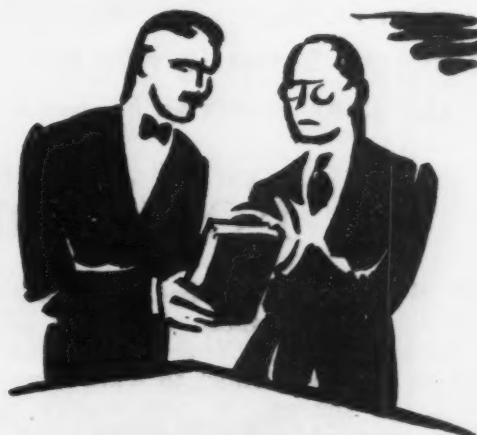
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Forthcoming Issues

✿ ✿ ✿ All the world has been until recently divided into those who play bridge and those who don't. Now both groups are united in a frantic effort to learn contract. Ruth Leigh suggests in next week's issue various ways in which the bookseller can profit by the increased interest in bridge. She points out in detail the national publicity which can be made to help him sell bridge books. ✿ ✿ ✿

✿ ✿ ✿ In the December issue of the *Atlantic Bookshelf*, Robert Buckner and Robert Hunt of *Doubleday* asked "What's to Be Done About Book Advertising?" Now, Lynn Carrick of *Henry Holt & Co.* steps forward in next week's issue of the *Publishers' Weekly* in the defense of the publisher's ad man. ✿ ✿ ✿

✿ ✿ ✿ In this season of literary prizes, we are more than usually aware of the large number of novels which come to us from continental Europe. Jeanette Roman

has written for next week's *Publishers' Weekly* an article called "Forthcoming Continental Novels." We hope that the bookseller will find this a valuable guide to some well-known and not so well-known authors. ✿ ✿ ✿

✿ ✿ ✿ The last number in February will be the Religious Book Number. ✿ ✿ ✿

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